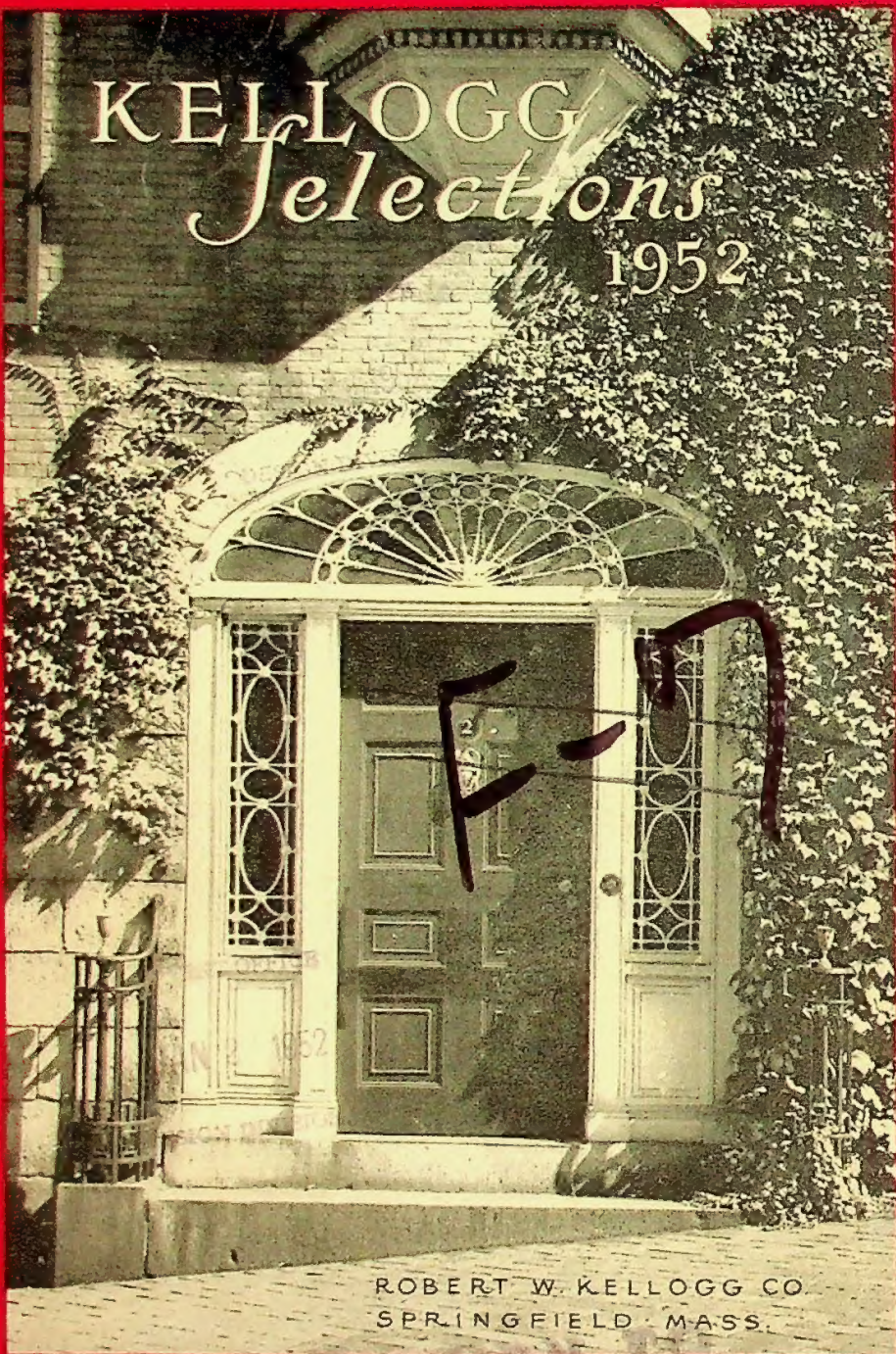


F-30

# KELLOGG *Selections* 1952



ROBERT W. KELLOGG CO.  
SPRINGFIELD MASS.

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PATENT OFFICE  
JAN 2 1952  
DESIGN DIVISION



THE doorway on our cover is an old Colonial entrance and indicates, as doorways usually do, the personality of the house itself; welcome, hospitality and consideration.

We like to feel that our cover and introduction is a doorway welcoming you through the catalogue to our business itself. Here you will find thoughtful interest in your wants and needs and a sort of business hospitality that takes your point of view.

Perhaps, we are a little old fashioned in the matter of courtesy and deference, but our customers must enjoy doing business with us because so many of them write us appreciative letters.

When you send an order to Kellogg's, it has intelligent interested attention from the time your letter is opened until the trim, tempting package is put into Uncle Sam's care at the post office.

No price is above the O. P. S. ceiling. We conform not only to government rules, but to government requests, and we have done, just what we have always done, kept our prices reasonable and moderate.

Draw up a chair, open the Kellogg Catalogue and with plenty of time to think, it's easy to decide if Father really wants a tie rack, or would rather have one of those new three-way billfolds, or, perhaps, a lapel compass for his fishing trips. This is truly the modern way to shop. Join us, won't you?

REC'D PRIOR TO  
DEC. 25-1951  
This catalogue will be good  
until September 1952

Robert W. Kellogg



985-5



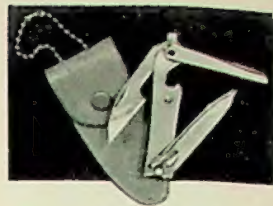
### CHINESE HAWTHORN JARS

**470.** Shades of clipper ships and eastern treasures in old New England homes! In our opinion nothing more beautiful ever came out of the Orient than this traditional Chinese design; white hawthorn blossoms against the age-old deep blue background. They are handmade, of course, and can be used for ginger jars, as in the East, or for rose petals, as well as for tea. 4½ inches tall ..... **\$5.50 a pair**  
**467.** Singly ..... **\$2.85**



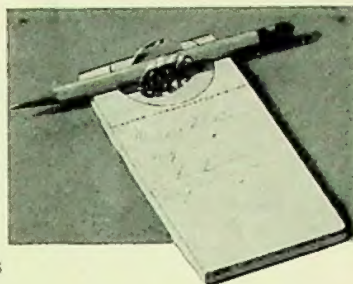
### Sun Dial and Roulette Ash Receiver

**382.** This diminutive silent butler, with its hinged cover just like big ones, is made entirely of bright jeweler's bronze. Top, shaped like a sun dial, spins and points to figures 1 — 12 below. Figures are numbered in alternate black and red squares like a roulette wheel. Bet on it. It's a winner! ..... **\$2.75**



### New England Clipper

**305.** An 8-in-1 implement that is a miracle of compactness and efficiency. It clips, files, cleans, opens bottles; has tweezers, knife blade, screw driver and key chain. In genuine leather case ..... **\$1.25**



### A SILVER SERVICE For Desk Or Den

**817.** This set of solid sterling silver holds your pencil and comes with a pad of fine paper, and it will fit any pad you have. You may have any 3-letter monogram you want and, although it is all made-to-your-order, we can deliver within 10 days. A handsome desk accessory for beau or belle. **\$6.00** including Federal Tax.



### POSTAL AID

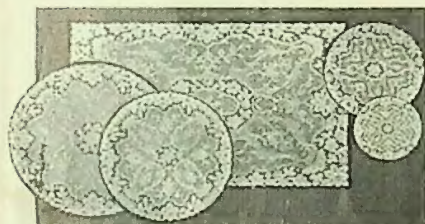
**137.** Don't guess how much postage your letters need. Be sure! This tight little roll-up of fine morocco grained leather contains one of our Postamatics (see page 10), 3 pockets with acetate holders for stamps and a pocket for notes. It comes in red, and brown; measures only 4¼ x 1½ inches and is worth its weight in 10¢ stamps ..... **\$2.50**

**141.** Postal Aid in fine genuine pigskin leather. .... **\$3.00**



### Upside-Down Candlesticks

**605.** Right side up they are graceful candlesticks. Upside down they are wonderful compotes (diameter 5 inches) for candies, nuts, etc. They are 4½ inches tall of clear gleaming crystal glass ..... **\$2.50 a pair**



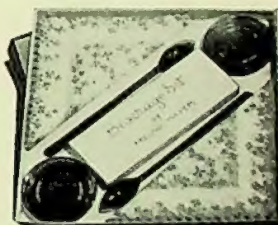
### Lacette Doilies

**343.** Rose-point lace makes you think of wedding veils and grandmother's treasures. These paper essentials, exact reproductions of historic old French lace, dress up your table with the appearance of fine lace and, being made of cellulose film, can be wiped off and used several times — and no fear of laundry tears as with real lace. Twenty-four 4 inch doilies, eighteen 6 inch doilies, twelve eight inch doilies, twelve 10 inch doilies and twelve 11¼ x 17 inch place mats. The set of 78 pieces ..... **\$2.75**



### Hazelnut Cream Filled Sticks

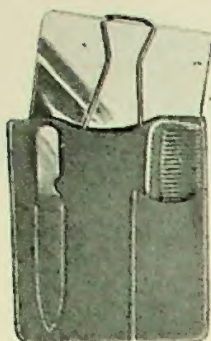
**1075.** Something new to serve with desserts or to eat whenever you feel like it. 3 dozen of these delicious sticks come in a metal container, which keeps them fresh and crisp. They are a little larger than cigarettes and the filling is chocolate and hazelnut cream. **\$1.35**



### Beverage Set

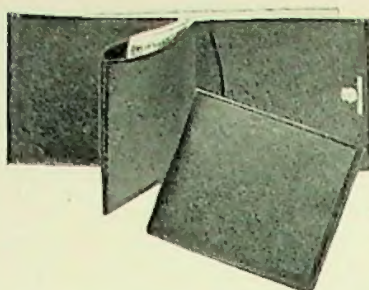
**176.** For special servings to your nicest guests. This beautifully matched set contains 6 coasters and 6 long handled spoons of clear colored glass-like unbreakable material and 14 dainty patterned harmonizing napkins from Denmark. The whole set specially packaged in presentation fashion, red or blue ..... **\$1.75**





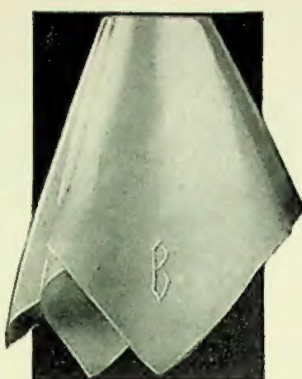
#### A SERVICE KIT FOR SERVICE

664. A fine cowhide case holds an unbreakable, highly polished metal mirror with easel back, a triple cut file, and a good comb; much quality service in small space.  $5\frac{3}{4} \times 4 \times \frac{3}{4}$  inches. Great for campers and travelers. . . . . \$3.00



#### A Very Ingenious Three-Way Billfold

175. Imperially slim of beautiful book morocco leather, red, black or brown. Three special pockets open into one another in a perfectly simple but very adroit way. Bills of different denominations are kept apart for separate selection without adding bulk or thickness to the billfold. . . . \$3.60 including Federal Tax.



#### HAND EMBROIDERED

425. Men's initials, hand embroidered on pure Irish linen. The edges are hand rolled and the size is full 17 inches. A handkerchief for the most discriminating man, and as fine as any we have ever offered. . . . . 95c each  
Three for \$2.75



#### THE BERKELEY TIE VALET

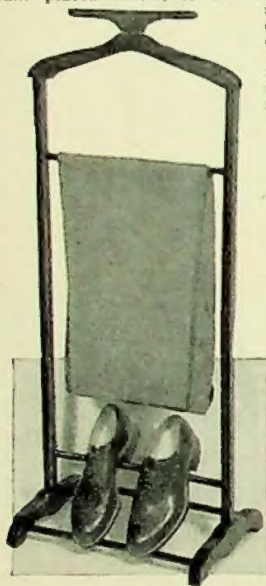
219. Here is an ingenious necktie rack that holds up to 72 ties and neatly displays each one. You can see and select the one you want instantly and a gentle pull will bring it, and no others, to your hand. Choose the tie you want — that's the one you get. Of chromium plated metal, it comes complete with four screws to be mounted easily on wall or closet door. 21 inches long. Did you ever see such an adequate, handsome tie rack take up so little space? . . . \$3.95



#### A "Hat Rack" For Keys

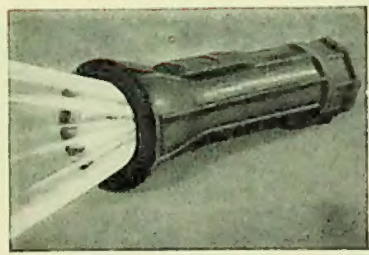
774. Life flows by like a song when keys are orderly. It goes bumpity bump when they aren't. Keep them "handy by" on this key shape hardwood board with its brass hooks. One could hang in the kitchen, another in the garage and one down cellar.  $11 \times 5\frac{3}{4}$  inches. \$1.00

Gentlemen: With sincere thanks for the pleasure your beautiful selections have given through the years. Mr. Stanley W. Gill, 1 Gloucester Ave., Gloucester, Massachusetts.



#### OUR FAMOUS SILENT VALET

524. Always popular with both men and boys. It has a swiveled rack at the top to hold neckties, socks, etc. at an angle. Below that hang coat and vest, trousers, shoes, things so apt to clutter a man's room. Made of hardwood with hand-rubbed mahogany or maple finish. A sturdy, good-looking piece of furniture.  $42\frac{1}{2}$  inches tall,  $16\frac{1}{4}$  inches wide. . . . \$5.50



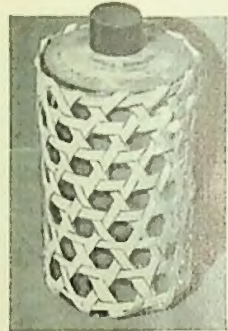
#### RUBBER FLASHLIGHT

668. A fine flashlight that operates under water, as well as on land, that won't break when you drop it, and is insulated against electric shocks. The entire outer casing is molded of resilient vulcanized rubber, yet it's easy to operate and easy to replace batteries. Comes complete with two long-life batteries. A high grade, lifetime flashlight for anyone, anywhere. Length  $7\frac{1}{4}$  inches. . . . . \$3.95



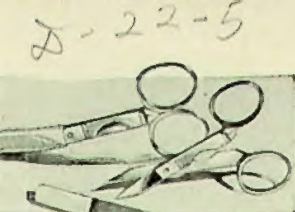
#### IT KEEPS HIS NECKTIE TRIM

867. One piece of sterling silver, good weight, fashioned by hand into a Tie Clip. A very personal gift for any man, and his initials will be hand-cut as you order them. Price including Federal Tax. . . . . \$4.95  
Allow about 10 days for making.



857. Bay Rum! Genuine West Indies Bay Rum, the sort friends bring home. Distilled directly from the bay leaves that grow on West Indies hillsides. Aged in barrels and bottled without dilution of any sort. We believe this to be the only genuine West Indies Bay Rum on the American market. Its very odor is invigorating, and for massage, as a toilet water and after a bath there is nothing quite its equal. 16 oz. bottle, raffia wrapped. \$1.95 including Federal Tax.





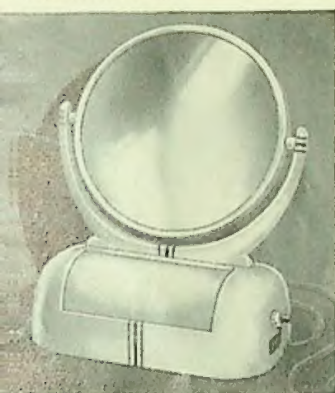
### NO FINER CUTLERY No Finer Gift for A Man

629. Imported steeple-shaped scissors, sharp, strong and sleek. They fit in a sheath and can be carried in pocket or bag as safe as you please. The handle of sheath is a flexible file with built-in cleaner, and handles of scissors form a cigar cutter. Shiny nickel finish. Each all those Solingen pieces.  $3\frac{1}{2}$  inches long. .... \$2.25



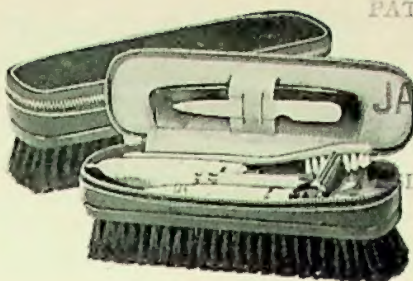
### "Tell me where is fancy bred, Or in the heart, or in the head?"

653. Turn your fancy toward the above as a party starter for any age group from kids to kidders. A wooden box looking like a tobacconist's special is filled with 32 pieces of solid (not hollow) Dutch Chocolate in the shape of cigars, stogies, cigarettes and intermission smokes. Made and packed in Holland where anything but the best in chocolate is, we feel sure, dumped into the canals. The taste is not too sweet. .... \$1.85



### A 2-MIRROR MIRROR FOR DRESSING UP

6106. This electrically lighted double glass is for either men or women. One side is a fine 7 inch beveled mirror, the other a true, crystal-clear, magnifier. Light from an electric bulb shines through the translucent glass below, diffused to light the entire face without glare. It is electrically complete with light switch, bulb, plug-in for razor and 6 feet of cord, and there is a covered compartment for accessories. The finish is baked ivory enamel trimmed with brown. .... \$13.95



### TRAVELING BRUSH

880. A whole kit in the top of a clothes brush, yet not a bit of surplus size. The brush has pure bristles. The top is of finest top grain cowhide leather just deep enough for a good hand grip and containing toothbrush, tooth paste, razor, shave cream, comb and nail file. Zipper around three sides. If he is a week-ender or rides planes and trains a lot, he will appreciate it more than anything except food and lodging. .... \$6.50



### Lilies of The Valley In The House

Ready-to-sprout rootstocks of fragrant, nodding Lily of the Valley plants. They come to you ready to start growing with a supply of Sphagnum moss to insure the best results. They will be ready for delivery in December and from then on until the end of April.

97. Six rootstocks. .... \$1.25  
83. Twelve rootstocks. .... \$2.25

Gentlemen: Thanks a million for sending my gifts direct. It is wonderful to be able to send lovely gifts "sight unseen". Mrs. R. B. Cameron, Gogo 3, Minnesota.

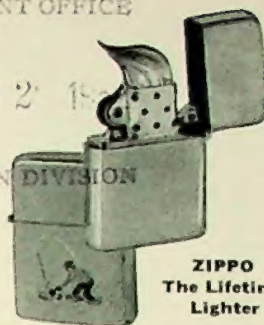
Gentlemen: We think you are "tops" when it comes to fine gifts, excellent service and good taste in wrappings. Mrs. Alphonse Walters, 20 Tull Drive, Albany 5, New York.

Gentlemen: It's unusual to meet such old-fashioned New England courtesy and integrity these days — Mrs. F. F. Edgerton R. F. D. No. 1, Westwood, New Jersey.

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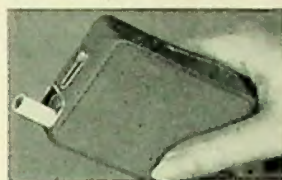


### ZIPPO The Lifetime Lighter

Feed it fuel and flints now and then and your lighter will always be ready. Holds enough fluid for hundreds of lights, and a little windshield protects the flame from puffs of wind. Easy to fill. Easy to operate. Beautifully designed, and unconditionally guaranteed.

307. Chromium plated Zippo, buffed to a velvety soft-toned brush finish. .... \$3.00

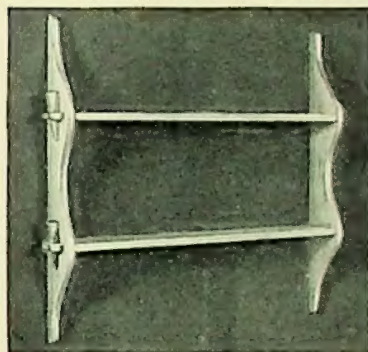
368. Engine turned Zippo lighter. A silvery satin finish hand painted in color on one side with a sports design for fisherman, golfer or hunter. .... \$4.00



### Have a Cigarette?

617. This cigarette case holds one pack of cigarettes, and they are trimly zippered in. At the top there is a little trap door that opens at a touch, which keeps loose tobacco from getting into pockets or handbags, and out of which comes, one or two at a time, cigarettes to offer your friends or yourself. The leather is genuine cowhide, red, suntan, or black. .... \$2.25

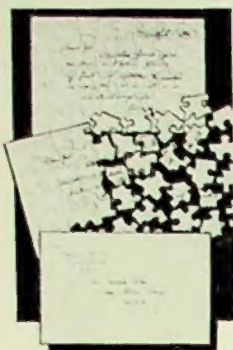
609. Genuine alligator cigarette case, brown. .... \$5.00



### A VIRTUE SHELF

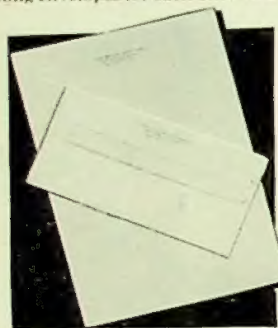
376. In old New England, shelves like this were on many walls to display especially choice little pieces. Things that either came from the East on clipper ships or were picked up in Oriental shops along the quay; small rice bowls, vases, silver salts, pitchers and other miniatures. Today it holds the same sort of pieces, perhaps the identical ones now become precious antiques. The wood is native pine, as it was then, rubbed to an almost satin finish. The pegged construction is the same as it was a hundred years ago. The size is  $17\frac{1}{2}$  x  $17\frac{1}{2}$  x  $2\frac{1}{4}$  inches. The price. .... \$3.00





#### JIGSAW GREETINGS

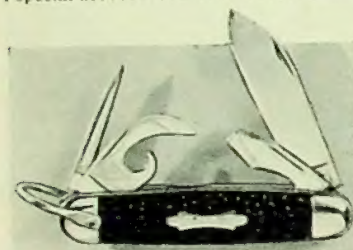
596. A jigsaw puzzle card, the pieces still adhering to each other. You write message with pen or pencil across the card, then break up the puzzle and mail for 3¢. The recipient can't read your message until it is put together, and it's fun for convalescents, thank-you notes and odd greetings. Box of six 7 x 5 inch puzzles with sturdy mailing envelopes for each one. 85¢



#### Stationery For A Man With Self-Seal Envelopes

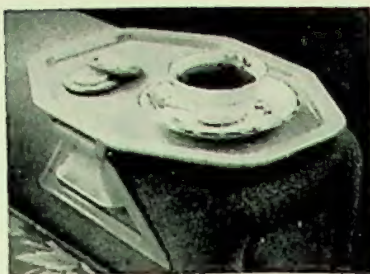
88. Fine vellum paper in the masculine monarch size, 10 1/2 x 7 1/4 inches. 48 white sheets and 48 envelopes — the envelopes with the modern self-sealing closure. No licking, just press the flaps together for a clean, tight seal. Both imprinted in royal blue with any name and address you send us. \$2.00

91. The same high grade paper in the same quantity, 48 sheets and 48 self-seal envelopes, but not imprinted. A special at. \$1.30



#### KAMP-KNIFE 5 in 1 Utility Tool Knife

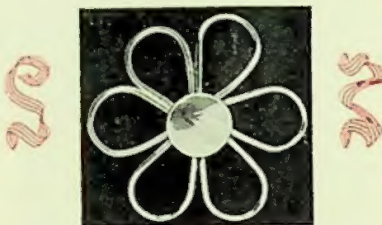
914. Made from finest quality crucible steel and passing all Army tests. It looks like a pocketknife and serves like a traveling tool kit. Has large cutting blade, screw driver, cap lifter opener and reamer or leather punch. Stag handle 3 1/4 inches long with loop for chain or thong fastener. For people who go on picnics, for boys on boats, as a campfire companion, for fishermen or just to have handy around the house. \$1.35



#### SERV-ALL TRAY

657. It stays where you put it. Two folding spring grips hold it firmly on chair arm, on bathtub edge, on porch rail for plants, on lots of places where a solid, level surface is needed but has not been available before. Made of a beautiful plastic composition in green or ivory, it measures 10 1/2 x 8 inches and costs. \$1.98

Four for \$7.50



#### TINY SUNFLOWER OR DAISY?

843. A new pin, handmade of sterling silver, fashioned like a flower. It has a safety catch that insures its safety and a dainty design that insures its eager acceptance anywhere. Diameter about 2 inches. \$4.50 including Federal Tax.



443. Men like a drawer full of fresh white linen handkerchiefs. Fill it with these and make him happy, or give him one or two and make him want more. Sheer Irish linen in a handsome cord pattern with hand rolled hems. Full 18 inch size. 90¢ each

Six for \$5.00



#### The Complete Pocket Piece

Carry your favorite snapshot in the gold tooled frame in front. Put your favorite addresses in the indexed address book. Tuck your most used stamps, protected by little transparent holders, in the pockets under the frame. The case is fine genuine leather and measures closed 2 3/4 x 3 3/4 inches.

142. Soft morocco grain sheepskin, red, blue or brown. \$2.00

161. Natural pigskin. \$2.50



#### Sight Saver Spec Case

164. This new style glasses case has a side pocket for those convenient sight saver silicone cleansing tissues. Everything is all together in one piece — slim and compact. A gusset on one side keeps the lenses from crushing or rubbing. Made of soft genuine morocco in red or black and in natural pigskin. Lined with a fine smooth leather. It is something to take pride in. Comes complete and includes an extra filler. \$3.00

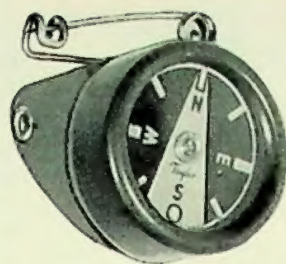


#### OUT OF THE FRYING PAN INTO THE ASH CAN

True, if you smokers will put your ashes into them instead of under the piano, or on the window sill.

114. The Frying Pans are copper, like other good skillets, 3 inches across and a set of four costs. \$2.00 They also make novel coasters.





**LOOK! NO HANDS!**  
**Sportsman's Lapel Compass**

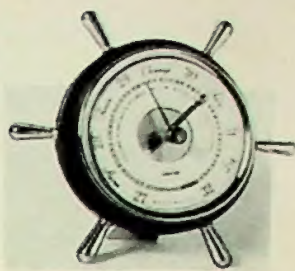
**1056.** Designed to be fastened to coat, jacket or shirt, this is one of those obvious developments that nobody thought of. Has jeweled floating dial, North and South treated with a permanently luminous compound, plainly visible in the dark. The safety-pin-type catch permits any easy-to-read position. Diameter 1½ inch. Aluminum case, gun metal finish. Tells you quick — Tells you true — Day or Night!

**\$3.25**



**738.** A scarf of soft Zephyr wool, very near to Cashmere in its "feel". The 50 x 12½ inch size is generous. The colorings feature navy, brown or maroon, but each scarf has several modifying tints that makes it blithe and keeps it mannish. . . . .

**\$2.95**



**Stormy or Fair?**

**1063.** A new Ipswich table model barometer with a fine aneroid movement and gleaming ship's wheel design. Shiny brass spokes and bezel contrast perfectly with the dark green lacquer case, and the white baked enamel 3 inch dial points up in plain relief the numbers and figures. A grand barometer at a very reasonable price. . . . .

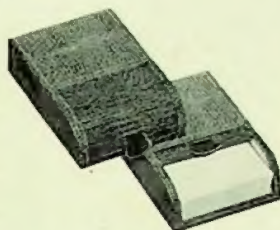
**\$10.00**



"Who dressed the salmon?"  
"I," said the sailor,  
"With my Swedish scaler".

**739.** Fish scaler fresh from Sweden. It makes a quick clean job of scaling and dressing any fish short of man-eating sharks. Made of famous Swedish cutlery with wooden handle. 8 inches long. . . . .

**\$2.25**



**A DESK MEMO**  
**In Miniature Roll-top Form**

**747.** You practically have to have little jot 'em down papers handy on desk, in kitchen, studio or shop. Here you have 250 sheets (4 x 3 inch size) in a very ingenious desk-like box with a top resembling an 1895 roll-top desk. Pull it up to open — down to close. Red, tan or green leatherette. . . . .

**\$2.00**

822-5



**Folding Pocket Scissors**

**909.** "Made in Solingen." That means cutlery's finest. These 2½ inch scissors, sturdy and straight in action, fold to 1½ x ¾ inches to fit a little case that goes in any pocket or bag. The one scissors a man would carry and use. Women, of course, know how convenient they are. . . . .

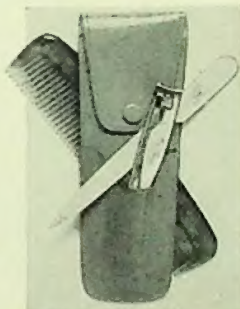
**\$3.50**



**Children Love To Get Letters**

**263.** So, Joey, the wee bear, has written 5 serial letters telling of his adventures. They are to be sent, one at a time, to a child within a week or ten days. They are lavishly illustrated and charmingly written. For the 5 with envelopes. . . . .

**85c**



**MAN'S POCKET PAL**

**551.** This is one of the accepted, traditional sort of things for a man. A soft case of genuine cowhide makes it good to look at. There is a comb and flexible tempered file each in a pocket, and in a little pouch on top one of the best nail clippers you ever clipped. 5½ x 1¾ inches. . . . .

**\$2.20**

8-85-5



**Do You Smoke In Massachusetts**  
**As You Did In Delaware?**

**865.** Be proud of your state. No matter where you smoke put your ashes in your state ash tray! Each one is shaped like the state whose name is on it. Send them to friends away from home. The material is ivory white semi-porcelain with details in contrasting colors. Size about 7 inches. . . . .

**\$1.00**

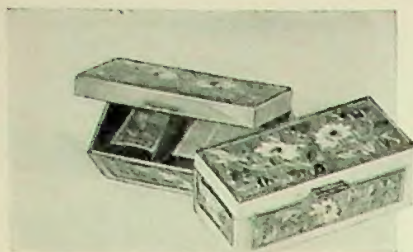


**A Quartet of Wooden Spoons**  
**From France**

**981.** The soprano spoon is 10 inches long, alto 12, tenor 14, basso 16! They don't really sing, that's just our quaint (?) manner of speaking. But, they do make people happy. Very hot things can be beaten or stirred without a blister or a holder. More and more women like wooden spoons more and more! These are straight from France where cooking is looked up to as an art. The set of four. . . . .

**\$1.00**





#### Chinese Hand Crafted Stamp Box

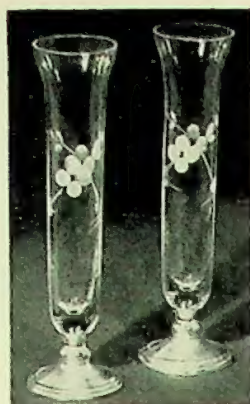
463. It holds a lot of stamps, one compartment for "regulars", the other for those long stamps. It is made of brass, has hinged cover and is decorated on three sides and top with those typically beautiful Chinese enamels in at least five colors.  $3\frac{1}{4} \times 1\frac{1}{2} \times 1\frac{3}{8}$  inches. .... \$2.00



#### LEMON SUGAR

Be That Different Hostess!

260. Sparkling yellow cubes of sugar are flavored with just enough pure lemon juice to give that tart sweetness to any favorite drink. 30 tablets. .... 75c



#### HANDMADE BUD VASES

871. Can you think of anything more suitable for weddings, silver showers and similar commemorations than these handmade, hand-cut crystal vases? They are nearly seven inches tall, mounted on heavy sterling silver open bases. Slender, graceful and wonderfully priced. Pair, \$9.36 including Federal Tax. Singly \$4.68

Dear Sir: Your catalogue this year is especially "scrumptious". Mrs. H. A. Ross, 408 Comley Avenue, Algonac, Michigan.



#### Tea-For-Two Teapot and Tea

259. This 2-cup pot is ivory with Chinese symbols on a blue or green field and those symbols with the user long life and happiness. The pot comes filled with Orange Pekoe, one of the Ming Treasure Teas of the world; 12 bags of it. .... \$1.95



#### HEATHER PERFUME

331. The memory of the Scotch Highlands with their purple haze of heather, their lazy lakes and pretty waterfalls seem captured in this little tartan box, but the box is only the dressing. A 2 inch bottle inside holds a faint, evasive perfume, part heather, part mountain moss and part fern; the very essence of the Scotch Highlands. Bottled in Aberdeen .... \$1.00 including Federal Tax.

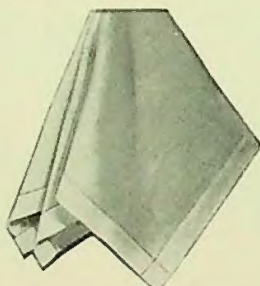


222. A 17 inch string of melodious brass tanga Bells from India where a Tanga (a one horse carriage), with curtains drawn, carries ladies from one place to another. The bells entertain the ladies and also warn pedestrians. Decorative and interesting for stairways, halls, etc. .... \$2.85



#### THE JAY-WAY DOOR STOP

606. Seems to us the perfect door holder. Simply constructed of spring metal and two rubbers. Just slip under door. Doesn't scratch nor scrape as only solid rubber touches the floor. Holds a door so it can't swing in either direction, regulates ventilation, yet easily transferred from one door to another. .... \$1.00



#### Genuine Shamrock Irish Linen

448. Man's linen cambric handkerchief, with a one inch hem-stitched border. Grand for the everyday need of any man or boy. .... Two for \$1.50 Six for \$4.25



#### A Luminous Flashlight

1072. Before you can find what you are looking for, you have to find the flashlight. Where is it? See that glow over there, that's it. A good serviceable, 7 inch flashlight, moisture and shock resistant with shatterproof lens. The luminous material is part of the finish and will not affect hands in the slightest degree. As acceptable for campers and scouts as for use all around the house. Loop for hanging. Complete with standard bulb and batteries .... \$2.00



1086. Toast-Tite — for indoors or out. It makes sealed circular sandwiches and grills them. For picnics, fire-place parties, or quick snacks. All you need is Toast-Tite and any kind of heat. Made of cast aluminum with  $4\frac{1}{2}$  inch diameter and handles  $9\frac{1}{4}$  inches long.  $15\frac{1}{8}$  inches overall .... \$1.98





### "PRIVATE" LUGGAGE TAG To Keep Your Luggage Personal

43. Your name and address fit in a little transparent window and a snap fastened cover keeps it private until needed for identification. Made entirely of fine English cowhide leather... **\$1.25**



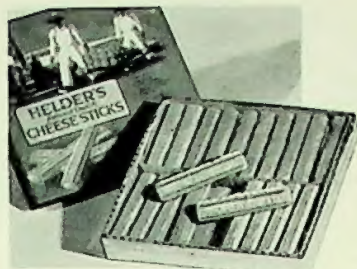
### ZIPPER SUITCASETTES Light Little Suitcases

For weekends, short trips, hurried visits. They are good-looking, nicely lined, and have mirrors. Well made of fine leatherette, carefully stitched to last, with brass mountings. Colors: brown, red or green alligator grain or imitation dooskin.

540. Zipper Suitcasette, 13 1/2 x 10 1/2 x 4 1/2 inches, weight only 27 oz. **\$6.75** including Federal Tax.

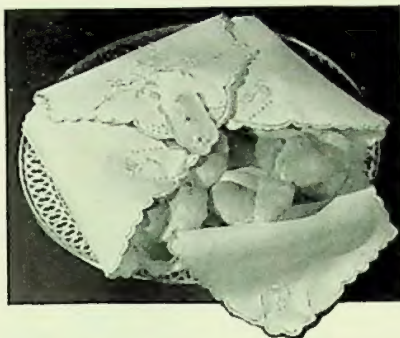


1092. Two decks of gilt edge Gainsborough playing cards for Bridge or Canasta made from the finest card stock available. They are long wearing with pretty pictorial backs. Plastic coated to make them easy to clean and to prolong their life. The two decks come in a hinged metal box with either gold or silver finish that you will use around the card room or library for a long while. Backs are Gainsborough pictures, floral or sports designs. The set... **\$3.00**



### THE ORIGINAL CHEESE STICKS

1068. Holland, always famous for its fine cheeses, has produced a Cheese Stick that will remain crisp for an indefinite time. These cylindrical wafers filled with fancy Gouda cream cheese are wonderful with salads, soups or desserts. Forty crispy sticks in airtight tin box... **\$1.50**



### HOT ROLL COVER

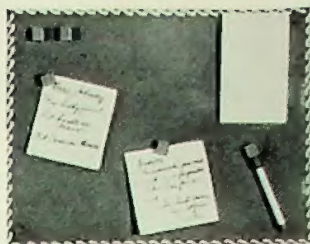
275. Put home baked rolls under a handmade cover of snowy white linen. The embroidery in four corners (one corner elaborate) and all around the edge is hand done in Madeira. The Maltese cross pattern folds over without creases to keep rolls hot from the oven to the table. 14 inches wide... **\$2.50**



### AUTOMATIC GARDENER

It Works While You Play!

776. These interesting funnel shaped things dole out water to your plants better, probably, than you would yourself, if you were at home. You push the small end down into the soil, fill with water and a cotton insert regulates the seepage through a little hole at the bottom. Simple but effective. Three 5 inch plant-tenders with instructions... **98c**



### MAGNETIC MEMO A Magic Pin-Up Board

962. Little permanent magnets hold kitchen and household notes and "Don't forgets" fast to the board which hangs up like a calendar. No push pins to work loose, no pencil to hunt for. Just tear off sheets and let the magnets hold them. Pencil has magnetic holder so it's always there. Complete with pencil, 4 magnets and pad, this family size board, 11 x 14 inches, comes in red, yellow or green... **\$2.50**



### TAPEX Scotch Tape Applier

315. Everyone uses Scotch tape (it's as necessary at home as a screw driver or paper bags) and everybody gets stuck with it from time to time. Don't do it — Keep Tapex around. It applies Scotch tape where you want it and cuts it the right length. All you touch is the non-sticky part. It holds a roll of Scotch tape and standard refills are available everywhere... **\$2.45**



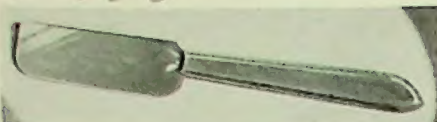
### OLD NEW ENGLAND PIE BASKET

Dressed Up A Little

773. Our popular pie basket has had its face lifted. The top is a better one, and lighter weight, woven to match the basket. Seasoned ash, the best basket material. Put pie in the bottom, then a little shelf with legs fits right over it. On that shelf put sandwiches, cold cuts, etc. Down goes the top and up come the handles. Use it without the shelf and without the pie if you want to. That way it will accommodate a cake, sandwiches and other picnic goodies. 13 x 13 1/4 x 6 inches... **\$3.95**



D-77-3



### Snack Knife

A Friend To Mankind — and Picnickers

874. Just flexible enough, it spreads delicacies like a spatula. The sharp bottom edge cuts and trims as cleanly as a steak knife, and it is shaped to reach corners of jars and glasses. The blade is stainless steel sealed into a pregwood handle.  $8\frac{3}{4}$  inches overall ..... \$1.00



### LOOKS LIKE A LEPRECHAUN

Burns Like A Candle

359. A hand dipped candle 7 inches tall shaped like one of the little men who guard rich treasures, and colored like a pixie. 'Tis a very interesting taper. \$1.10



### The World's Smallest Two-Bladed Penknife

972. It is German-made as so much fine cutlery always has been. The handle is handmade of genuine pearl. It has two blades that work perfectly and stay sharp. Every detail is as painstakingly constructed as if each knife were trying to win 1st prize. 1 inch long, and has loop if you want to attach it to a chain or bracelet ..... \$1.00



### BED LAMP-RADIO

964. Enjoy yourself. Read in bed to music. The 5-tube Superheterodyne radio is a genuine Sonora, clear-toned and selective. The lamp gives soft diffused light without glare. To turn it off just reach up. Radio and lamp have separate switches. It needs no ground nor aerial. Simply plug in on AC or DC. Works just as well on a table. Ivory or walnut bakelite ..... \$34.95



1084. This Reading Magnifier is the heart taken from a very fine optical lens, from which the surplus glass has been trimmed away to save weight. It has a genuine lucite mounting and handle. Smart to look at, handy and light to use. The lens is  $2\frac{3}{4}$  x  $1\frac{1}{2}$  inches, just a little wider than the column of a newspaper ..... \$3.25



### Two Pieces — Many Uses

873. A pitcher-like 4-inch sauce boat of clear crystal with sterling silver base and good weight sterling silver ladle. Use it for whipped cream, mayonnaise, dressings and sauces of all kinds. Has a pouring lip so is a separate cream pitcher when needed. A lovely anniversary present ..... \$6.60 including Federal Tax.



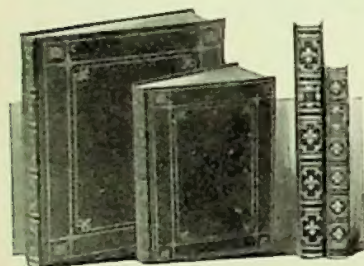
667. Flashlights to right of them, flashlights to left of them, sputtered and fizzled. This trim little beauty lights with a clear true beam through its Mazda magnifying bulb with translucent dome. Its modern gem-like case comes in different colors, locks on or off. Has standard cell and is a powerful little friend in time of need.  $3\frac{1}{4}$  x  $1\frac{1}{2}$  x  $\frac{3}{4}$  inches. .... \$1.25



### A COMPASS FOR YOUR CAR

1057. This is the Hull automobile compass. A dependable motoring guide. It indicates where you are going, and from that point you determine which way to turn. It is completely adapted to the jolts and rough usage of automobile travel. Small, only  $3\frac{1}{2}$  x  $1\frac{1}{2}$  inches. To attach it, you simply screw tight the clamp that is part of the compass. Simple, brief instruction sheet with each compass. Bakelite with black or brown finish ..... \$4.95

1062. The Beaconlite. An illuminated compass like No. 1057, for day or night driving. .... \$6.95

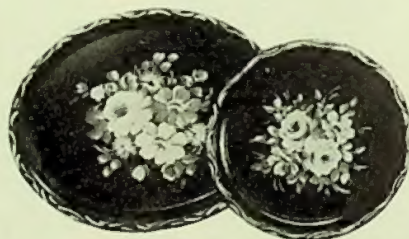


### BOOKSHELF SCRAPBOOKS

They are used continually by many famous writers, singers and lecturers, and they won't bulge even when brimful. One of America's most reliable book binders made them in an obvious but novel way. Between each two permanent sheets is a temporary perforated one to be torn out as scrapbook is filled. Thus, they are always the same thickness, always uniform on the shelf. The paper is specially made for these books and will last as long as memory. Colors: red, brown, green and blue.

162. Bookshelf Scrapbook  $6\frac{1}{2}$  x  $9\frac{1}{2}$  inches ..... \$2.00

147. Bookshelf Scrapbook  $9\frac{1}{2}$  x  $11\frac{1}{2}$  inches ..... \$3.00

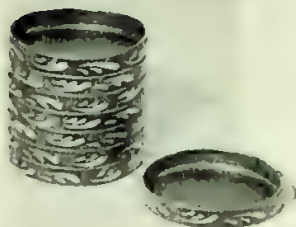


### HAND PAINTED TOLE TRAYS

The backgrounds are soft velvety black, the gay floral decorations done in oils by hand. They are unaffected by water or alcohol, light enough not to be burdensome but heavy enough for regular service. Two of our most complimented articles and the prices are as special as the trays.

365. 18 x 14 inch oval tray ..... \$2.50  
370. 13 inch round tray ..... \$1.25





### A Stack of Tole Coasters

**101.** What's new in coasters? These! They look as fresh and delicate as the glasses they hold, and will stand a lot of service without showing their age. Soft mat finish in black, Chinese red or Tole green with touches of hand painting around the rims. Also used as ash trays. Set of eight in pliofilm bag. . . . . **\$1.25**



### MAGIC CLOSET LIGHT

**228.** Open the door — the light is on! Close the door — the light is off! Any closet can have a light today with Klox-a-lite's two inch box screwed to a door frame corner; plenty of light too. It installs in 5 minutes and for unwired closets a 11 foot cord plugs into any outlet. It uses any standard bulb. . . . . **\$1.70**



### DRIFTWOOD GLOW

#### A Rainbow in your Fireplace

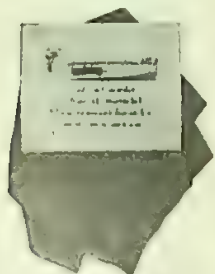
**517.** Sprinkle on fireplace logs or outdoor fires and see the flames turn to rainbow tints like burning driftwood. A very handy hand-sized canister 9 3/4 inches long with a generous supply of Driftwood Glow for. . . . . **\$1.00**

### POCKET POSTMAN

A gift for those in the Service, ideal for any traveler and good for dormitory use at prep school or college. It contains 25 sheets of paper, 12 envelopes, a ball point pen in loop and there's a pocket for notes. Snap fastens to 7 1/4 x 4 1/2 inches.

**129.** Pocket Postman of fine simulated leather, tan, navy or red. . . . . **\$1.50**

**133.** Same case of real morocco grained leather, red, navy or brown. . . . . **\$3.00**



Gentlemen: You people have undoubtedly got the world's best ideas for gifts. Miss Nancy Foshay, 2610 Handasye Avenue, Cincinnati 8, Ohio.



### MATCH COVER ALBUM Have You Been Places? And Done Things?

**120.** If you have, maybe you collected Match Covers along the way and would keep them for record and reference if you had something to keep them in. Here is a handy way. A flexible leatherette album with slotted holders for the Match Covers. It holds more than 500 covers, is 10 x 11 1/2 inches, big enough to display them eight to a page. It comes in green and maroon, and you don't need paste nor glue. Has loose-leaf binder, making the pages interchangeable. . . . . **\$2.50**

**178.** Refills for Match Cover Album. . . . . **\$1.50**

### PRESTO WINDSHIELD CLEANER

**886.** Wipe windshield with this magic cloth and it will keep absolutely clear in rain or snow. Wipe it under car seat or in glove compartment. Not affected by dust or age. Something any motorist will appreciate. . . . . **95c**



### TASTE DIFFERENT TEAS

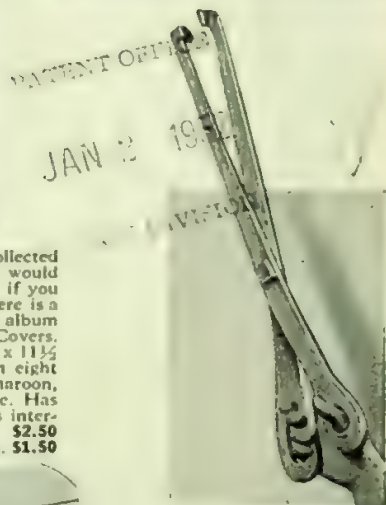
**555.** Will you have winy Darjeeling, fragrant Jasmine, expensive Ming Chai? In this golden box are ten different teas, 5 tea balls of each sort. They come from the Far East and are collected by connoisseurs, packaged by experts. A tea party of amateur tea drinkers is fun, instructive and good. A golden box of 10 Treasure Teas (50 tea balls). . . . . **\$2.00**



### THE COMPLETE SHOE SET

**89.** Easy and clean to use. Brush, polish and shine cloth all in one. In the handle of this 7 inch genuine horsehair brush under the sliding metal mirror top is a high-polish shiner cloth. A box of fine shoe polish; brown, black or neutral, and a dauber for applying it without soiling fingers. Result: a beautiful, glossy shine. A handy storage bag comes with it. Hang it in that between usings. Clean to pack when you travel. . . . . **\$1.98**

**90.** A refill — box of polish, shine cloth and dauber. . . . . **30c**

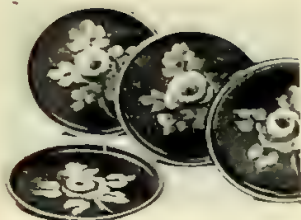


### REACHING TONGS

**722.** These shear-shaped tongs are made of lightweight wood (only 7 oz.) yet so well constructed — real American handcraft — that years from now they will still be seeing service. They make your arm 28 inches longer and enable convalescents, invalids, and plain lazybones to pull up blankets, reach things on and under tables, pick up yarn balls, etc. Sitting or lying, there always seems to be something just out of reach. They are great for pulling down shades, rearranging draperies, and pushing doors shut. . . . . **\$2.50**

KELLOGG SELECTIONS  
1952





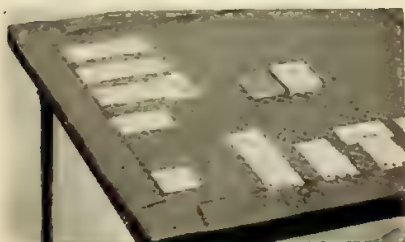
### ROUND TOLE TRAYS

486. Tole Trays, four of them, with 7 $\frac{3}{4}$  inch diameters for easy serving of appetizers, small cakes and television snacks. Floral designs are hand painted on satin finish backgrounds — black, hunter green or red. The set of four \$2.40



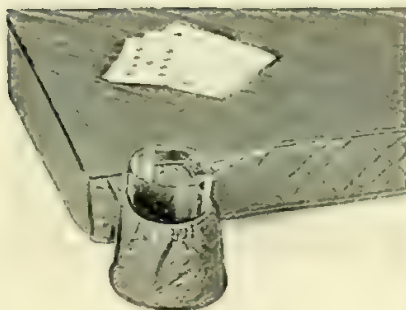
### INDOOR-OUTDOOR THERMOMETER

607. Mounted indoors, yet tells both indoor and outdoor temperature. It records simultaneously, side by side, the temperature outdoors and the temperature in the house or office. Easy to install, without boring holes, and cleverly connected to a metallic tube outside by a fine wire. Mechanically correct and guaranteed. Finished in dark gray with silvered scale. 8 $\frac{3}{4}$  x 2 $\frac{1}{4}$  inches \$5.00



### Quilted reversible canasta — bridge table cover

590. Use it for either game. Made of a new material that not only looks well but wears well and can be cleaned easily with a moist cloth. It is trimly tailored and fits snugly with corner elastics. It comes in hunter green, wine, turquoise, silver blue, etc. A quality special. \$2.20



### COASTER COVER

372. This new card table cover, made of heavy quilted material, is equipped with four corner coasters that hold glasses firmly and keep them off the playing surface. The cover is stain and water resistant. Can be wiped clean with a damp cloth and fits all standard size bridge tables. Colors — metallic green, blue or wine. \$3.50



### GOOD LUCK BAYBERRY CANDLES

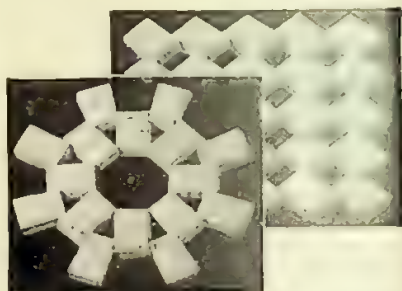
439. Pair of six inch Cape Cod Bayberry Candles, hand dipped. Packed in box with spray of bayberry. Hand colored verse card on cover 60c

Two boxes for \$1.00



### A Very Handy Desk-Kit

868. Three hand dispensers for any desk use, whether home, office, hospital or studio. One dispenser comes with a roll of Air Mail labels; the other is for you to fill with rolled postage stamps. It is sort of a "mail secretary" — attractive, efficient and long lived. The set, three dispensers in matching holder \$1.95



### Cork Mats From Portugal

Small cork oblongs in a mosaic pattern form the mats. You place them under things, yet they ought not be hidden they are so jaunty. Park Avenue uses them under plants. Some like them under hot dishes. Yachtsmen say they look nautical. They look well anywhere, they aren't too dear, and there aren't so many around that guests will have seen them.

670. 7 $\frac{1}{2}$  inch round mat... \$1.00  
675. 10 $\frac{1}{2}$  inch square mat... \$1.25



### A Fine Wooden Luggage Rack

761. A rack to support suitcase or bag while unpacking is as welcome a gesture as you could make toward a guest. This one stands 20 inches from the floor, comes in walnut, mahogany or maple finish with harmonizing figured straps. A rack as good-looking as this one can also be used to hold a tea or cocktail tray, and when not in service folds flat against the closet wall. Price \$5.50



### POSTAMATIC The Postal Scale for Pocket or Desk

106. Smaller than a fountain pen and lightweight, it tells you instantly whether a letter is under or overweight. Just slip the letter into its spring holder and postamatic will indicate how many cents it will cost to send either 1st class or air mail. Weighs up to 4 ounces. 4 $\frac{1}{4}$  inches long. Simple instructions included \$1.00

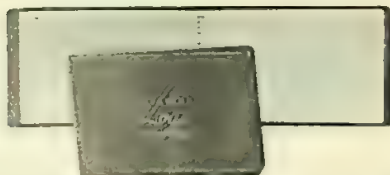




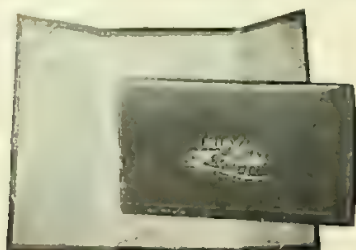
### SERVE ON REAL SEA SHELLS

On the shores of southern France, fishermen for years have earned an honest franc or two by collecting beautiful scallop shells and sending them here. The war interfered with such commerce, but we now have some to offer you for baking shells. They make an extremely attractive way to bake and serve individual entrees, sea food salads, hors d'oeuvres, etc. Average diameter about 4 1/4 inches.

963. Set of four ..... \$1.00  
977. Set of eight ..... \$1.95



150. Motoring Log to keep a record of each trip from time of starting to arrival, to note trip events, mileage, gasoline cost, route numbers, etc. Size 8 1/4 x 5 1/2 inches. In flexible leatherette. \$1.00  
125. Motoring Log in sheepskin leather. \$2.50



### MAP CASE

156. Fold your road map to show today's driving plans. Tuck it in the case under the transparent corners and consult it easily and quickly. No wind blown sheets. Has pocket to hold extra maps, and the Motoring Log above. Closed, it fits glove compartment. Size: 10 x 5 3/4 inches. Made of fine leatherette. \$1.25  
126. Map Case of genuine sheepskin. \$3.50



### TOURIST BAG

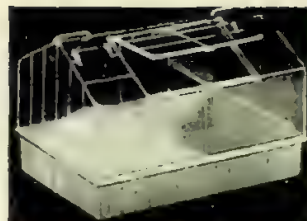
432. Whether you "tour" or just travel, here's the latest word in a case. Some people will use it on Pullmans, some will take it in the car, others on planes and boats. But, wherever it goes nothing could be more convenient. Roman stripes, plaids or moirés outside, rubberized lining and pockets inside, zipper and handles on top. 10 1/2 x 7 1/2 inches. The price, including Federal Tax, \$2.40



### After Five —

#### A True Solid Cologne

1009. You rub it on. And this perfume, Auvergne's "After Five", is as delicate in this form as a spray of trailing arbutus and as refreshing as only real cologne can be. The 2 1/2 ounce, 3 inch stick comes in a container that is suitable for presentation to a queen. Price including Federal Tax \$2.20



### MINIATURE GREENHOUSE

956. Be a successful gardener with this small scale Greenhouse. Fill the bottom with sand or earth and stick in begonia slips, African violet leaves or orchid seedlings. Or, you can start from seeds and use little flower pots. Made of a special composition to horticultural standards. Removable top. Hinged trap door to permit easy watering. Built-in vents for temperature and humidity control. Corrosion proof and easy to clean. 8 x 5 3/4 x 5 1/4 inches. Children can play with it — adults can use it. \$1.98

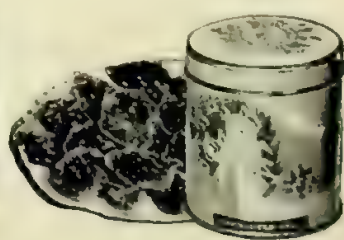


813. There is nothing ordinary about this table. The patented folding mechanism works smoothly and without a catch. It stands firm (not almost firm, or just a trifle wobbly, but firm) and level. When not being used it can be folded to 3 3/4 inches thick. It is designed and constructed the way a high grade table should be. The top measures 25 1/4 x 14 1/2 inches and stands 27 inches from the floor. Use it to play any two-handed card game, to hold a typewriter or movie projector, for writing, as a bedside table, for individual lunches, for studying and so on and so forth. It is finished with Dupont Duco in mahogany or maple and is proof against alcohol, water, etc. \$14.95



### WINDOW SHELF

14. Put plants on it. It makes narrow window sills wide and protects them. It fits any window, yet there are no screws nor fasteners to bother with. A wonder of strength although almost delicate looking. Easily moved from window to window if you want to chase Old Sol around the house. 23 x 6 inches, nicely enameled in white. \$1.20  
Two for \$2.25



253. Choice crystallized ginger from China, ready to use in tea as so many Chinese do, to flavor preserves and jams as so many Americans do, or just to eat. Available again this year, it fills a pretty metal box, 3 1/4 x 2 1/2 inches, useful for cigarettes, cotton, or as a little tea caddy, etc., after the ginger is gone. \$1.25





**Lovely Lucite Towel Caddies**  
Permanent but Movable

**1042.** Towel holders of sparkling lucite. Each one equipped with powerful suction cups that hold to smooth surfaces as firmly as Chase does to Sanborn. Yet, they can be detached and put anywhere else you want. Nice for kitchen, bathroom, etc. Two for... **\$1.50**



**CARD TABLE CADDIE**

**535.** Up-end the folded card table, put it into the caddy, push the spring, then put it, with the card table held securely upright, against the wall. The caddy won't slip, the table won't slide, the wall won't be marred and it takes only 1½ inches more space than a table alone. Made of Colonial maple, smoothly finished. Holds one or two card tables. 9 x 6 x 9½ inches. .... **\$3.50**



**477.** Did you know that the opening lines of "America, The Beautiful" were actually written on top of Pikes Peak? Did you know that the words of "God Be With You Till We Meet Again" have been translated into many languages besides English? This book gives interesting facts about many of the Hymns we all know and love. It is a beautiful thing to give to friends, or to keep for yourself. **\$1.25**

## Everyone Likes a Gift



**882.** This turkey dressing spoon, looking regal enough for royalty, is of argental; the Cellini-craft metal that so closely resembles silver in appearance, lends itself so wonderfully to craftsmanship, wears so long and does not tarnish. The offset bowl chases turkey dressing into those last bony crevices and digs it out. 11¾ inches. **\$3.50**



**769.** Collapsible shelves. Gay plaids in soft rayon taffeta. The perfect space saver. An orderly way to file shoes, scarfs, handbags, etc. Comes with plastic hanger and matching envelope to carry it in when traveling. Folds flat to pack, 9½ x 8 x 1½ inches. .... **\$5.95**

**772.** Hosiery case to match! Holds several pairs of stockings, handkerchiefs, etc. When using it with the shoe shelfer, it hangs from the same hanger at one side of the shelves. .... **\$1.65**

The Set. .... **\$7.35**



**41.** A handsome robe and carrier. Put the robe inside — zip up the top and you have a soft, comfortable cushion. The handle makes it easy to pick up and take along anywhere. It is the perfect way to carry your robe wherever you want to use it, at games, on picnics, on cruises, etc. At home, hang it up in the closet. The robe with fringed ends is 100% wool, almost cashmere quality, in different Scotch plaids. Popular sport size 56 x 37 inches. The 13 x 18 inch carrier is suede, soft and pleasant to use but sturdy.

Price for the two. .... **\$10.95**

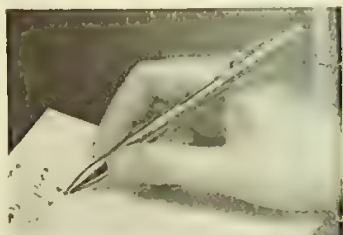
**43.** Robe Carrier alone. .... **\$3.50**  
**30.** Robe alone. .... **\$7.95**

Gentlemen: Don't ever forget to send me a catalogue. I couldn't do my shopping without it. Miss Mary E. Afflack, 108 No. Pearl Street, McLeansboro, Illinois.



### SLUMBER POCKET

**229.** Where do you put your glasses after you read in bed? How do you find your slippers in the dark? Can you locate your Kleenex tissue? You need a Slumber Pocket! It is 8 inches square, hangs from your bedside by a stiffening that slides under the mattress and is made of satin finished rayon in pretty colors. It has a luminous triangle that glows in the dark. .... **\$2.00**



### FOUR COLORS — ONE PENCIL

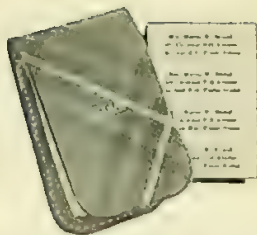
**270.** Blue for checking, red for emphasis, green for notes, black for anything. A high grade precision pencil that writes any one of four colors changing from one to the other at a flick of finger or thumb. Has eraser and supply of leads. Professional and business people would use it daily and housekeepers like it Mondays, Wednesdays and Saturdays. Comes in fine chrome or gold electro-plated finish. .... **\$3.00**



### STERLING SERVERS

**869.** Sugar spoon, jelly server, relish fork and lemon fork, all of solid sterling silver, good weight. Average length 5 inches. A gift set in presentation box for **\$10.00** including Federal Tax.



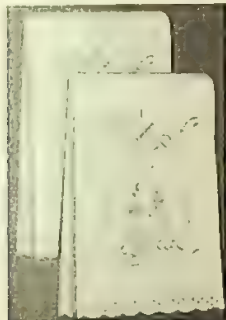


### PERSONAL ADDRESS LABELS IN SCOTCH PLAIDS

**940.** 250 gummed labels, with any name and address on each one, in a pretty plaid case made in England. Three initials or a short name will be gold stamped on it without extra cost. The labels are in pad form, quick and handy to use; when shopping, in books, on order blanks, in a glasses case or in anything you own which might be mislaid and which you would want returned, etc. The set  $2\frac{3}{4} \times 1\frac{1}{2}$  inches. .... **\$1.65**

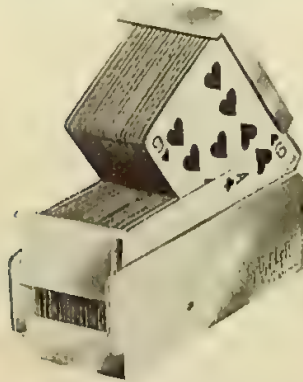
**948.** 250 gummed labels, with any name and address on each one, in a leather case. .... **\$1.55**

*Allow ten days for imprinting.*



### DRY THOSE DROPS

**345.** Pretty, absorbent paper hand towels. Generous in size,  $17 \times 10$  inches, and folded like your own linen towels. White with a shower design in rose-red and green. The complacent Miss in the sketch doesn't dodge a drop. She has faith in the towels — so have we! Five dozen towels for **\$1.25**



### THE SHUFFLER

**475.** This automatic device cuts cards in forty ways in one operation, does all the necessary shuffling in about 10 seconds and does not bend your cards in the process. It shuffles two decks as skillfully as one. It looks well on the table, comes in tortoise shell, green, blue and cherry and cards can be kept in it between sessions. .... **\$1.95**



### NARCISSUS BULBS

**421.** Three paper white narcissus bulbs packed in a hollowed out silver birch log. All you need to do is to follow the plain and very simple directions to obtain in a few weeks, in the dead of winter, fragrant flowers of the beautiful narcissus. .... **\$1.00**



### Stamps and Addresses In One A Natural Combination

**123.** When you write to the addresses in the little indexed book, you use the stamps in the little compartments. Logical, isn't it? A compact case of fine calf-finished cowhide — red, green or brown — dressed up a little with gold tooling. Folds to  $3\frac{3}{4} \times 2\frac{1}{2}$  inches, and only  $\frac{1}{2}$  inch thick when closed. .... **\$2.00**

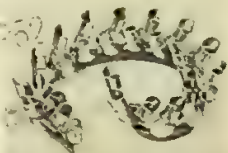


**440.** Thrust the ends of these slender 15-inch RAINBOW TAPERS among flower stems in your favorite bowl or vase. They'll not drip even tipped at 30 degrees. You will have a very lovely centerpiece. There are 24 assorted pastels in each box. .... **\$1.25**



### Ready Change and Handy Bills

**485.** Through the transparent lucite window you see quarters, dimes, nickels and pennies in separate compartments arranged for easy "picking". Just swing down the little window to get at 'em. Back of the coins is a pocket for bills folded. The leather is genuine morocco, red to match the coin holder. Snap fastens to a dainty hand. Price including Federal Tax. .... **\$1.65**



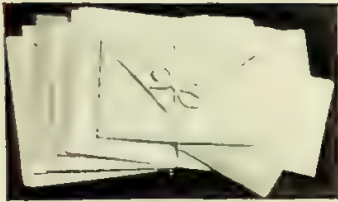
### For Artistic Flower Arrangements

**727.** The most practical flexible flower arranger to appear in the parade that is always passing Kellogg's. Constructed entirely of metals that won't corrode; polished copper with lead base for weight. Flexibly adaptable to any flower stems and to different holders. Twist the copper curls to hold a few flowers or many in deep or shallow containers. A garden club favorite. .... **\$1.00**



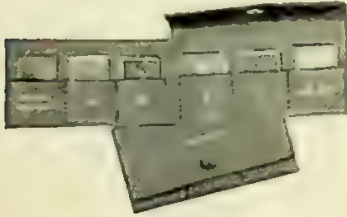
**1044.** This fully equipped knitter's roll-up is made of fine, durable taffeta in as pretty a candy stripe pattern as you are apt to see. The lining is plain colored taffeta to match or harmonize. The edges are piped, the ties are grosgrain ribbon. Contains 6 prs. of 10-inch single point different colored needles with metal heads, 6 sets of sock needles, also in colors, one stitch holder, one crochet hook and one patented knit-count. A complete kit for "old hands" or beginners. .... **\$5.50**





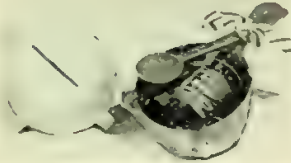
#### Interesting Letter Papers

**274.** A box of Eaton's fine papers, several sheets each of 7 different kinds and colors. 35 sheets, 24 envelopes of beautiful writing paper in colors and weights to suit various occasions and states of mind. The box ..... **\$1.00**



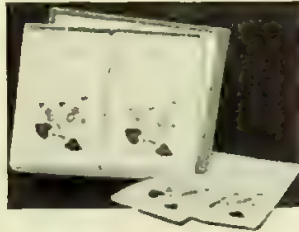
#### STAMPS AT A GLANCE

A fine leather folder opens to show 6 kinds of stamps, all those used the most each denomination in a little acetate holder tucked into its own pocket. Folds to a compact  $3\frac{3}{4} \times 2$  inches, with stamps always protected.  
**124.** Stamp Case of beautiful red, green or brown genuine leather. **\$1.00**  
**130.** Stamp Case of genuine pigskin or soft smooth calf finished cowhide in green or red. .... **\$1.50**



#### EGG SEPARATOR

**630.** No more trouble with egg yolks and whites mixing at the wrong time! The little plastic dipper-like cup fits over a cup or bowl — drop the eggs into it, the whites drop through the center slit and the yolks stay in the dipper. A measuring spoon and 2 jars of special seasoning come packed in it; Egg Bouquet for Omelettes, Souffles, etc., and a different poultry seasoning. **\$1.00**



#### Finger Tip and Lipstick Towels

**119.** These delicately scented little towels are just right for soiled fingers or removing lipstick. Made in Devonshire of a soft absorbent fibre in violet or rose fragrance, with matching designs in colors.  $5\frac{1}{2} \times 3\frac{3}{4}$  inch size, 24 in a box ..... **\$1.25**

#### POCKET SIZE PICTURE FOLDER

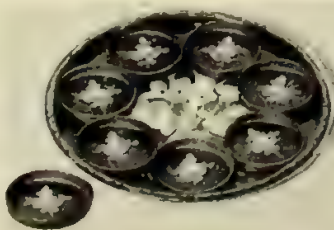


**481.** A folder of genuine leather in different colors. The front almost completely covered with gold tooling in a Florentine pattern. It will hold sixteen  $3\frac{3}{4} \times 2\frac{1}{2}$  inch snaps or small photos transparently protected, and can be carried in pocket or purse. The price is special, too. .... **\$1.00**



#### LAPDESK

**587.** Write on it! Carry things in it! Use it all around the house for sewing, knitting, reading, writing! It is unusually handy, very lightweight and after you have had it a week it will be a necessity. Use it on your lap in a chair or over your lap in bed. The wood is natural birch with a satin-like finish. Writing surface  $10\frac{1}{2} \times 15\frac{1}{2}$  inches. .... **\$3.50**



#### AN EIGHTSOME TRAY FOR BEVERAGES

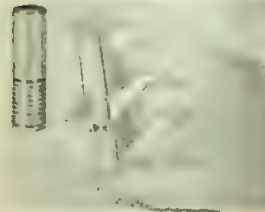
**483.** The round tole tray is 11 inches across and accommodates eight 3 inch coasters. The backgrounds are black or green, the bright colored flowers are harmonious, and besides being particularly convenient and handy, spilled drinks do not affect it. The 9 piece, 5 o'clock set costs. .... **\$2.98**



#### SIGHT SAVERS

**947.** Every morning, noon and night. Clean your glasses: save your sight.

You'll be amazed at how much cleaner your glasses will be when polished with these little silicone treated tissues. And they'll stay clean longer. In their own little folder, not much larger than a regular match case, they slide into a vest pocket or lady's purse. The  $3 \times 2\frac{3}{4}$  inch cases are Scotch plaids, made in England of a fabric woven in Holland. Any three initials you want will appear on the case you order. The price including 6 packages of Sight Savers ..... **\$1.50**



#### THE BAGATELLE

##### A Misty Atomizer Lipstick Size

**1010.** New and novel. No larger than the average lipstick, it carries perfume and sprays it in a fine mist by a tiny pump-like pressure of finger and thumb. It's all metal, gold finish — so consequently no leaks and no breakage. Use your own favorite perfume in it. .... **\$2.50**



#### A BEAUTIFUL PIN

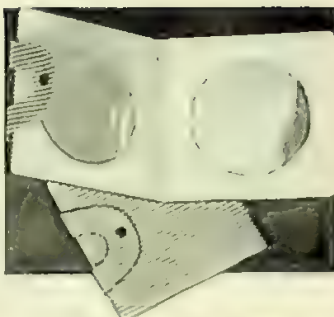
**837.** Musical notes in a hammered silver band, simple and appropriate for so many sorts of people, old or young. Made of solid sterling by hand. Has a safety clasp. Diameter  $1\frac{1}{2}$  inches. Price, including Federal Tax. **\$2.95**





### TRAVEL BAG

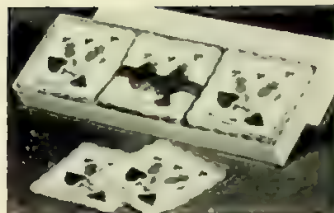
**635.** A beautiful travel case to carry alone or to keep special things neat and safe in the suitcase. Some people will use it on Pullmans overnight, some will take it on trips by car, others will prefer it for plane travel. But, nothing could be more convenient, summer or winter, than this waterproofed, zipper fastened bag of ballerina striped taffeta in the jonquil or rose mixed with stippled black. 10½ x 6 inches... **\$3.30** including Federal Tax.



### Twin Mirrors For Travelers

**644.** This is the highest grade twin mirror set we have been able to find. One side is a regular mirror, the other magnifies so you can see yourself as others see you. Each mirror has a diameter of 4½ inches. The outside slightly padded, stripes so much favored for the new season. Use it yourself and give it to anyone with pride. Closed, the case is 6 x 5½ inches and is flat. The new colors are butterfly blue, jonquil and rose mixed with stippled black...

**15.** Twin mirror case in Cohama shadowy cheeks in red or green ..... **\$4.20**



### DEVONSHIRE SACHETS

**283.** 30 little 3-inch scalloped edge pads delicately scented with rose or violet from the place where strawberries grow big as plums. The colorings are attractive and the package is very special

Price including Federal Tax ..... **\$1.50**



### A Fine Foot Ruler With Letter Opener A Sensible Thing To Give A Man

**881.** Beautiful desk equipment for any man and almost any woman. Made of fine book leather, except the narrow metal straight edge. Gold tooled in inches and sixteenths. The polished letter opener is sleek, slender and shiny..... **\$2.80**



### FRI RINGS

**950.** Fry eggs in them while the bacon is cooking. Poach eggs in them. Whatever way you use them and in whatever skillet, they will look like cookbook pictures. The covers baste them so the texture is fluffy and uniform. You can make individual omelets with them, or potato patties, or hamburgers to fit a bun. The set consists of two 3½ inch rings, two covers and a lifter — all spun aluminum..... **\$1.00**



### NODS — NOISE MUFFLERS

**954.** An effective and harmless way to deaden disturbing noises. You insert them in your ears at bedtime or nap time; hilarious parties next door become merely murmurs, a passing truck, a mere echo and the radio downstairs no longer exists. Made of soft latex, easily inserted and removed.

6 Nods — 3 pairs **\$1.00**



### DEVONSHIRE GROWS SWEET VIOLETS

**112.** Properly processed those violets produce celestial perfume. This little case contains a 2 inch English pottery bottle filled with violet perfume and a matching jar of violet cologne. You may order it for a friend but you will keep it for yourself. **\$3.50** (Federal Tax Included)

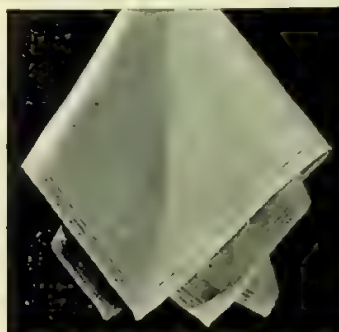
**163.** Pottery bottle of cologne alone, beautifully boxed **\$1.75**. (Fed. Tax Inc.)

**172.** Pottery bottle of perfume, boxed for presentation **\$2.20** (Federal Tax Included)



### 1070. Cheese Puffs — European

style. The ingredients are simple and pure, — sharp cheddar cheese, shortening and flour, — and the results are perfect. Serve them with hors d'oeuvres or keep them to eat with desserts. Whatever you do will be O.K. with whoever gets them. There are more than a hundred little mouthfuls in each box and the cost is..... **90c**



### Exquisite Spoke Handkerchiefs

**408.** Again we sent to Ireland for these lovely linen handkerchiefs and at first we couldn't get the 3 spoke pattern. But, we did procure them and here they are — of pure white, fine quality linen, full 11 inch size with rarely found 3 rows of spoke hemstitching. Two for..... **85c**

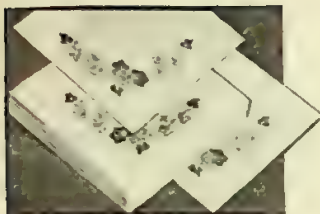
A half-dozen ..... **\$2.45**



### SANDWICH HUMIDOR

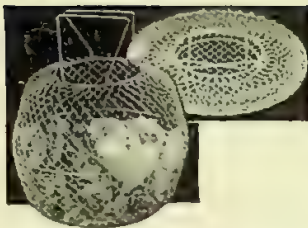
**645.** This good-looking aid to parties, informal get togethers and tête-a-têtes keeps sandwiches, canapés, cakes, etc., moist, flat and fresh 6 to 8 hours, and it's big enough to accommodate a whole cake. Diameter 12½ inches. Made of fine etched spun aluminum. In underside of cover is a special disk humidifier which automatically controls the humidity. You don't have to use wax paper or a damp cloth. Simply remove cover for serving. Height 5 inches. Price complete **\$2.65**





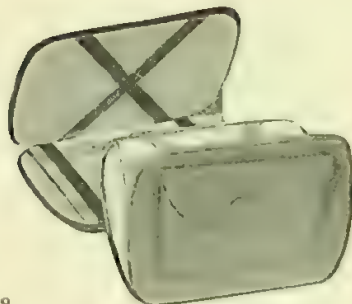
### IVY DINNER NAPKINS

336. Soft, finely embossed white dinner napkins (17 inch size) for any informal service. In each corner is a shaded Ivy decoration, and we don't know anything lovelier than those pretty greens on a pure white background. A large package of these large napkins — 75 of them **\$1.00**



### Collapsible Salad Basket from France

669. The French know their salads and how to prepare them. In France, greens are picked right into baskets like these, tap is turned on until greens are thoroughly washed. The French then shake out the moisture and hang the basket up to dry. When not being used, the basket collapses and stores easily as a plate. Made of steel wire and plated, it is completely rust proof and as light as mist. Diameter about 9 inches. We know of nothing on the market this size and quality at this price. **\$2.40**



### "Am I Seeing Things?"

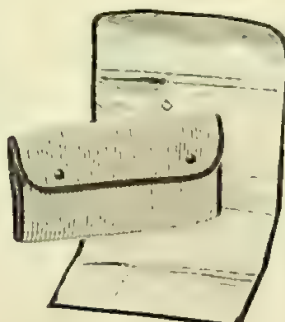
262. "I thought I saw my folding money held in place by crossed ribbons. Now, I see two straight ones." That's the trick. You figure out how it's done. All we know is that bills are held tightly until you take them out. And, the back is a snap fastened coin pocket, comes in red or green including Federal Tax **\$2.70**

### Travel Bottles That Can't Break

471. Three 3 1/2 inch bottles of translucent vinylite material that is practically indestructible. The vinylite will not harm any liquid and no liquid will damage the bottles. They are not rigid like glass, yet have airtight screw caps. The case is of the same material but thinner and zipper fastened. Price including Federal Tax. **\$1.10**



Dear Sir: It certainly is a pleasure to be able to shop in the comfort of my home and not have to take my three Little Women downtown. Mrs. Ernest Sholes, 164 S. Edison, Elgin, Illinois.



### Twin Zipper Jewel Roll

659. This is the way and place to keep your jewelry no matter where you are or where you go. Necklaces, brooches, rings, pendants in order in one place! Has two zippered compartments; one full length the other divided into three ring pockets. Pins put on to a center pad. All pockets made of jeweler's soft cotton flannel, the roll itself lined with the same material. The outside is lovely ballerina striped taffeta; stippled black mixed with blue, jonquil or rose, with edges trimly bound. Rolls up and closes to an 8 x 4 1/4 inch size. **\$3.30**



### THE CHEPSAW

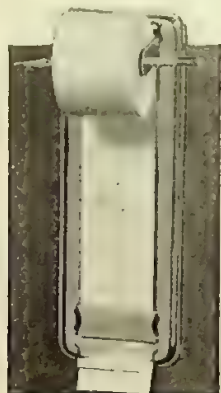
226. This strong, lightweight polished aluminum utensil holds taut a 6 inch, high speed, steel saw blade that cuts through meat bones and joints as slick as it does through cabbage. At the end of handle is a tenderizer. Housewives use it a dozen times a day; sportsmen take it with them; hobbyists like it because it cuts brass or steel. 9 1/4 inches long. New blades put in without fuss. No nuts nor bolts. Complete. **\$1.00**

240. Set of 3 extra blades. **40c**



### Pennsylvania Dutch Recipe Notes

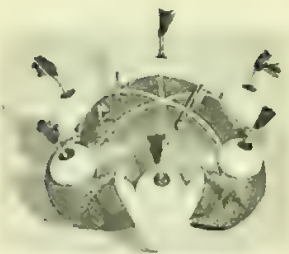
766. An unusually interesting box of twelve 4-fold note cards. A many-colored picture of "Dutch" life on the front of each, and on the back of every one is a good old time-tested recipe (two on some of them). Fast-nachts, Red Beet Eggs, Pot Pie and other dishes that have made Pennsylvania Dutch cooking famous around the world. 3 1/2 x 4 1/4 inch folders with plenty of space for correspondence. Box of 12 with envelopes. **\$1.00**



744. A kitchen memorandum that hangs on the wall and the pencil doesn't dangle. It goes through the roller on which the paper unwinds. Paper pulls down tight over a smooth surface and tears off straight. Made of polished aluminum, 11 1/2 x 3 1/2 inches. Complete with roll of paper and pencil. **\$1.65**

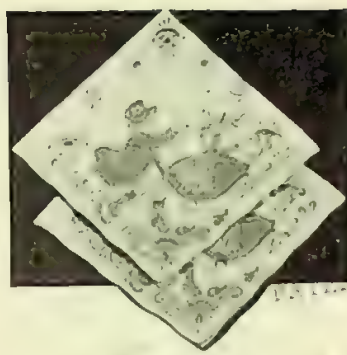
767. Set of 2 extra rolls of paper **45c**





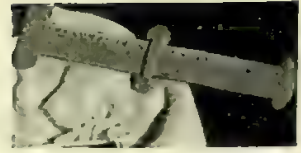
**A Pretty Pin Cushion From The Orient**

464. Six little stuffed Chinamen hold hands stretched around a 2 inch pin cushion the way firemen hold a net. Each little coolie has a queue and is brightly robed. Even if you never use it for pin, it is ornamental. **\$1.00**



**SWEDISH NAPKINS**

976. Anna Stenberg designs on soft paper napkins in colors as bright and cheerful as a fruit stand in Granada. They're a good value and good for your morale. 13 1/2 inch size, 75 Napkins. **\$1.20**



**A Smart Sewing Ruler-Gauge**

261. For knitters to measure comparative shoulder widths, sleeves, etc. For measuring skirt hems. For measuring anything 6 inches or less. Made of beautiful, flexible cowhide leather in red, green or sun tan, gold tooled in sixteenth inches. A sliding buckle-like marker stays where you put it until you move it. **\$1.25**



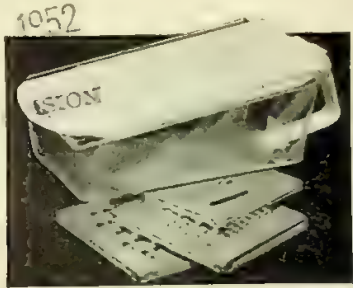
**PERFUME CONCENTRATES**

1087. Solid perfumes in little 1 1/4 inch screw-top hand painted containers for the purse. There is nothing to leak and they will not evaporate. Just dab on the skin. The odors are all delicately fragrant but Auvergne's "After Five" in this concentrated form, is particularly pleasing. Price, including Federal Tax. **\$2.15**



**SPOON DRIP**

1003. This pretty leaf shape china "spoon drip", with hand painted decoration, will accommodate the bowls of three cooking spoons and their drippings. When the sugar is caramelized, or the gravy finally smooth enough, all you clean is the one dish, not the whole stove top. 8 x 5 inches. **\$1.50**



**A VEGETABLE SHREDDER THAT DOESN'T SPILL**

144. Too often when you shred a vegetable, part goes in the dish, part goes near by but not in, and some spills over onto the linoleum. When you use this one — The Farrington — all the shreds go into the dish and stay there. The dish top fits snugly and in its center is an opening into which fits any one of three shredders, coarse, medium or fine. When the shredding is done, if you don't need it at once, you can close the opening and put the whole thing into the ice box 'til you are ready to use it. The dish is lightweight, long lasting and cold proof. The shredders are polished steel, 8 1/4 x 4 inches **\$1.98**

Gentlemen: It is a delight and a comfort to shop your way. Miss A. N. Montgomery, 414 Chamberlain Avenue, Madison 5, Wisconsin.



**THE FOLDING RULER DRESSES UP**

4103. When the painter or contractor comes to quote on a job he first reaches for his folding ruler, which he can use with one hand if necessary. That same reliable ruler in a 3 ft. length is now made in pretty colors for the home and we have made a washable sheath that it tucks into and that has a loop for hanging. Keep it in the kitchen and use it all over the house. For measuring in sewing it is wonderful. Rulers are green, red and blue with matching sheaths. **\$1.00**



**KRISPY KAN**

522. The magic knob absorbs the moisture, the things inside stay crisp. Crackers, potato chips, dry cereals, etc., now laugh at humid weather and damp days, and stay crisp in spite of them. Krispy Kan is a beautifully finished decorated canister with a magic knob filled with moisture absorbing granules. 7 1/2 inches deep, diameter 7 inches and there never has been anything like it. **\$1.95**



**KETCHUP DISPENSER**

1041. Whether you bravely put the ketchup bottle right on the table, or want to serve the savory sauce some other way, this dispenser gets the ketchup out squirtlessly. This "Pump It" dispenser solves everything. It fits any ketchup bottle, serves the ketchup when and how you want it and leaves the rest in the bottle where it belongs. **\$1.00**



955. This is a beautiful apron, Swedish Smorgasbord in pattern with different details in different aprons. Beautifully made of fine bleached muslin with gathered ties. Has hand printed design in bright shades of red, blue, green and yellow, typically Swedish, and against a white background the whole effect is gay and jaunty. **\$2.75**





### SPONGES AND SOAP LEAVES Stowaways For That Next Trip

**591.** Individual soap leaves look like little squares of waxed paper but they turn into foamy fragrant suds. The little round disc sponges fluff into convenient wash cloths when dropped into water. Set of 10 sponges and 2 packages of soap leaves (enough for 60 hand cleansings). **\$1.70**



### CHANTICLEER KITCHEN SET

**282.** Linen dish towels and apron decorated with cocky roosters, loose feathers and touches of chicken wire in many bright colors. Absorbent, good weight. 29 x 16 inch size, and as cheerful to use as to look at. The 1 1/2 inch borders are red, green, blue or gold. The apron is knee length and will cover a multitude of buttons and bows. Set of apron and two towels... **\$3.75**

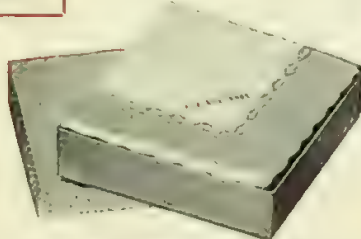
**276.** Towels... **\$1.15 each**  
Two for **\$2.25**

Gentlemen Am more than pleased with everything I ever ordered from you. Everything is so neat and just right. Have sent your gifts to Massachusetts, California and Florida. Mrs. Harry W. Woodring, Oak Crest Farm, North Haven, R.F.D. No. 2, Connecticut



### OUR SPECIAL SHOPPING BAG

**381.** Folding shopping bag that you can carry in your purse when empty. Flat when you go, full when you come. Folds to 7 x 3 x 1 1/4 inches. Opens to 15 x 14 inches. The material is fine rayon rep in lovely Roman stripes, with a soft smooth rubberized lining that won't let dampness of any sort seep through to your clothes or to the pretty stripes. Has sturdy handles and frame top... **\$1.95**



### THESE PERSONAL PAPER NAPKINS

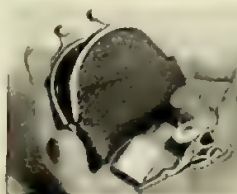
#### If You Like Nice Things

**941.** Scalloped edges; 1 1/4 inch colored borders in canary, light gray, royal blue or parrot green. White centers, cross-embossed in a puckered pattern that adds decidedly to their appearance. They are not ordinary napkins. 50 with whatever name (up to 14 letters) you want. Cocktail or luncheon size... **\$1.00**  
Allow at least 10 days for monogramming



### MINIATURE ZIPPER CARRY-ALL

**452.** A dainty little purse-kit of first quality moiré taffeta that will carry so many things you will enjoy taking it with you. It is smart enough to be carried by itself and is also the right size (6 1/2 x 4 1/2 inches) to fit any bag. It has three pockets inside with a special zipper fastened pocket in front. Lined throughout with taffeta as fine as the kit itself. Colors are black, navy, wine moiré and Roman stripe — all of them lined with Sparkling Wine, handsomest lining of the season. **\$1.20** (Federal Tax Included)



### THE WAYFARER'S SEWING PURSE

**633.** The 1 1/4 inch stork scissors alone are worth the price. They are real cutlery and cut, and women love miniatures. The purse is genuine leather, different colors, with frame, thimble and scissors all gold plated. A few needles, a couple of spools of thread and little safety pins complete the pigmy kit... **\$1.45**



### Orderly Spools In A Neat Thread Box

**573.** Will hold 14 spools, each clearly visible and each one with its own little "exit" slot and separate cutter. Pull thread out to length wanted and a little blade snips it off. Nothing could be simpler nor more satisfactory to anybody who sews anything. (Of course, you supply the spools) **\$1.50**



### POWDER PERFUME

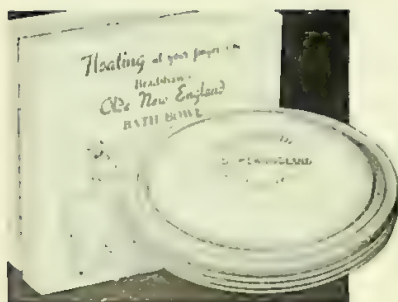
**1089.** A perfume absorbed in fine powder. Dust on a little whenever you like. It leaves a delicate fragrance as fresh and sweet when you say "good night" as it was when you started the evening. Two little jars transparently boxed and beribboned. Dainty "After Five" is the favorite odor. Price, including 20% Federal Tax... **\$1.10**



### A Handy Little Make-Up Kit For Bag or Purse

**1038.** Four separate sections screw into each other and make a 3 1/4 x 3 3/4 inch kit. Use the little spade to fill each section with your own cream, rouge, powder, etc. Comes in different light colors (alternating). Complete **60c** including Federal Tax.

**3 for \$1.74** including Federal Tax



#### Olde New England Bath Bowl

**13.** It floats — the mildly scented soap always at your finger tips. A 5-inch cake of fine-milled bath soap in a specially treated holder of smooth pine that floats the big cake right to you in the tub. The soap is soothing to the skin and the service is soothing to the nerves. It will last a long, long time for many, many "tubs".

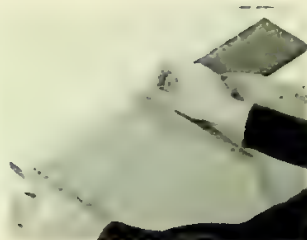
**\$3.00**



#### AUTOMATIC NEEDLE THREADER

**740.** For people without 20-20 vision and for bachelors, it is almost a necessity. For everyone it is a convenience. Its workings seem mysterious to us, but it is simple mechanically and mechanically perfect. Just insert needle in the little hole, put thread in the grooved slot, push the little lever down, release and it's threaded. Accommodates all standard needles and threads. Simple instructions and guarantee included.

**\$2.95**



#### SEW HANDY

**217.** A lap and pin board that makes home sewing, altering, hemming, etc., simple and quicker. It is 18 inches long (with a measure that is length marked in eighth inches), 4 1/4 inches wide and 1/2 inch thick, covered with a green fabric that does away with eye fatigue. If a pin is used to anchor sewing to the surface of the board, it really becomes an extra hand.

**\$1.25**



#### NOTE CARDS FROM THE "DUTCH" COUNTRY

**765.** In an attractive red and yellow box are eight large French fold note cards with reproductions, gorgeous with color, of Pennsylvania Dutch scenes by Howard Imboff. He has caught not only the picturesqueness but the charm and spirit of their life; this group who have contributed so much to Early American Folk-lore. On back of each card is the legend of the picture on the front. 4 1/4 x 6 inch folders and envelopes with space for plenty of words.

**\$1.00 the box**

#### HIDE-AWAY GARTER PURSE

**514.** A hide-away purse so flat, so beautifully made of thin, velvety soft suede leather that you have no sensation of wearing it. Not even a companion in a crowded car would know you had it on. Carry extra money or small valuables in it. The garter clip holds it in place under your stocking.

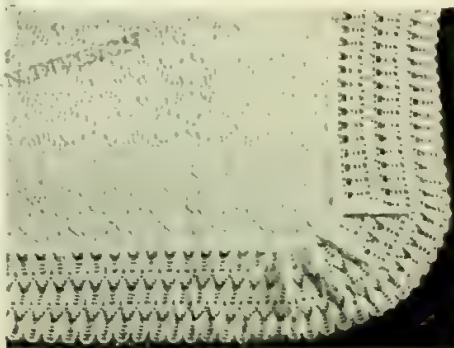
**\$1.35**



#### MENDAIRE NAME TAPES

**570.** Write your own name tapes — they iron on in a flash. Perfect for children's camp clothes, household linens, college or service gear. 200 gummed-back cotton tapes press on and stay anchored through washings or dry cleanings. A fast color marking pen comes with the set.

**\$2.00**

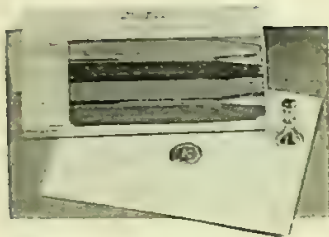


#### YEARS AGO IN BELGIUM

**826.** Three hundred years ago when our country was only Plymouth Colony, Belgium was vying with Italy for pre-eminence in laces. Their products were the result of years of work by alert minds and adept hands and those superb designs have probably never before been equalled in any land. This 36 x 46 inch shawl with its 5 inch loop lace border is a copy of one of those fine Belgium pieces. It is knitted of fine, almost sheer, woolen threads of purest quality, a few silky strands running horizontally through the border. We doubt if you could tell it from the original. Available in blue, shell pink, or white.

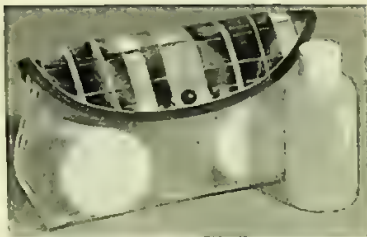
**\$4.95**





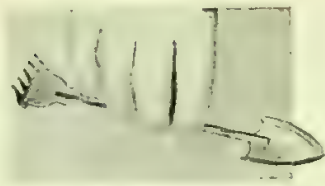
### Personal Sealing Wax Set

284. The pleasant custom of sealing letters with wax being again in vogue, we are importing these sets with initial seal included. In the box are four 4-inch sticks of fine sealing wax in 4 lovely colors and a brass seal with whatever initial you name. Lock your letters in their envelopes with your initial stamped in gay colored wax on the flap. Seal gift packages, too. The set, . . . . \$1.65



### TRAVEL UNBREAKABLY!

665. A dress-up kit to carry your favorite liquids and "unguents" whenever you take a trip. It contains two 2-inch cold cream jars of non-rigid vinylite with tight screw tops and two 4½-inch bottles of the same material and construction. They can't break nor spill nor harm anything in them. The case is 8 x 4½ inches, topped by a pretty fabric flap with rubberized lining. . . . \$2.85 including Federal Tax.



### THE INDOOR CULTIVATOR

35. Some people call it the Green Thumb because it helps indoor plants to keep healthy and luxuriant. 6¾ inches long, of shiny brass, with little rake at one end, a tiny spade at the other. . . . \$1.00



### FRENCH NOTES — NEW

308. Slender, smart and convenient — paper and envelope in one sheet, which folded looks like an envelope. The borders are gummed and perforated like the edges of stamps. Write your note on the 7 x 6½ inch sheet, fold and seal. Recipient tears off border around three sides, unfolds and reads. White centers with borders of gray or blue. Nice for quick notes or for travel. Box of 24 . . . . \$1.10



### POINSETTIA HANDKERCHIEF Made In Madeira

246. This 12 inch linen square has hand rolled hems except around the scalloped corners which are embroidered in red. The decorations are poinsettia flowers in true poinsettia colors with some of the petals "floating", that is, fastened firmly only at their ends. An exquisite handkerchief. . . . \$1.00



### PURSE SIZE MANICURE SET

632. An old friend from the cutlery capitol, Solingen-on-the-Rhine. 2¾ inch manicure scissors and four manicure implements in a leather lined purse shaped case of lovely ecrasé leather, red, blue or green. In each case the handles of the manicure implements match the color of the outside leather. It has not been easy to obtain quality of this sort at this price . . . . \$3.95



### REFRIGERATOR THRIFT BAGS

952. These tough, transparent bags of Du Pont polyethylene seem to cast a spell over perishables to keep them up to par. We here use them to keep vegetables, meat, bread — almost anything — fresh, usually in the refrigerator. It will keep water cress from wilting for days. Each bag has its own tight slip-fastener that keeps air out, and it is due to these special slip-fasteners as much as to the bag material itself that works the magic. Set of ten bags in 4 different sizes . . . . \$1.00



### THE ETONIAN — A BED JACKET OF MANY USES

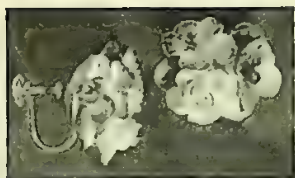
771. Cut square like a college coat this jacket covers and adorns the upper part of la belle dame in a very beguiling manner, whether debutante, bride or sedate Auntie. It is made of 100% fleecy virgin wool, soft, thin and snug. Colors are blue, orchid and pink, collar and sleeves tipped with white. To use when she comes from the hospital with Junior, when she takes her ease of an April day, or just to keep warm on cold nights. . . . \$4.75



### WHERE IS THE WAXED PAPER?

Probably in the pantry under the cereal boxes.

39. Let's get it out and put the paper towels underneath. There, now the two most unorderly things are on the wall or door; the waxed paper out of sight but handy, the paper towels ready for instant grabbing. A fixture for both, nicely enameled in white with hand painted design in pretty colors. . . . \$1.50



96. Pair of Staffordshire screw earrings to match the brooch, diameter about  $\frac{3}{4}$  inches \$3.60 including Federal Tax.

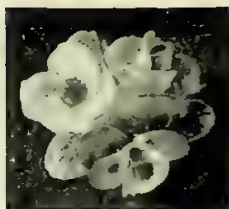
### Genuine Staffordshire Jewelry

Dainty flower reproductions of delicate colored china, perfect as nature. If you have been to Stoke-On-Trent, you have seen exquisite things like these. If you haven't been there, you can see them now; pinks, yellows, lavenders, greens intermingled in the same piece, and, like nature, no two pieces exactly alike



### LAUNDRER PACK

658. A traveler's aid that aids the traveler when she needs it most. One pocket holds tubes of powdered Ivory soap, another has little clothespins and a strong miniature clothesline. In the bottom pocket are 3 cloth covered folding hangers. Lining is rubberized, the outside beautiful taffeta; stippled black mixed with blue, jonquil or rose, with bound edges. When closed and ribbon tied, it measures only  $8\frac{1}{2} \times 4 \times 1\frac{3}{4}$  inches. \$4.65 including Federal Tax.



92. Staffordshire Brooch, average diameter about one inch. \$2.40 including Federal Tax



### Pocket Size Kleenex Tissues Case of Fine Book Morocco

482. It accommodates a standard package of purse size Kleenex tissues. Take them as you want them, one at a time. The snap fastened case is genuine morocco leather, fine and soft, in bright red or April green. It will serve you smartly for years and years.  $5 \times 3$  inch Kleenex tissue case filled with tissues. \$1.35



### COBWEB-LACY SCARF

957. Warm that cold shoulder with this soft mohair stole. It is pure wool from England! Use it over head on party nights — while playing canasta or watching television. Soft, fleecy shaded colorings, such as flame, blue, lilac, etc. \$5.00



### BERKELEY BELT RACK

218. An ornamental necessity finished in lifetime chromium. There are eight sliding hooks with bejeweled tips and each hook can easily accommodate two or three belts and keep them where they may be seen and selected. \$1.95

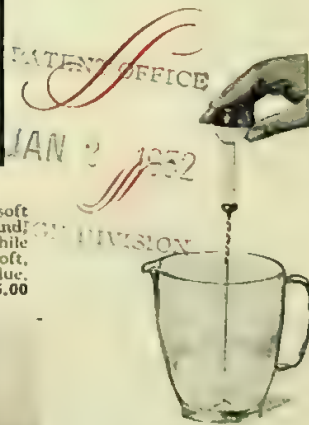


396. Nature evidently meant us to sleep without light and Sleep Shade makes this possible. The headband is adjustable to fit all heads; the cover is black saten, and the nose rest is a soft pad. You can wear it all night in comfort, the eyelashes having complete freedom of movement, and it is priceless for daytime naps. \$1.00



### AIR-LINE DRYER

1040. Now, it is not only possible but pleasant to hang stockings, lingerie, etc., over any bathtub anywhere. One of the most skillful (yet simple) things we ever saw. The aluminum end supports have powerful little rubber suction cups that adhere to practically any smooth surface and hold tight until released. But the ingenuity comes in that you can use it across a corner — see the picture. It has four lines (15 feet) of hanging space. \$1.95



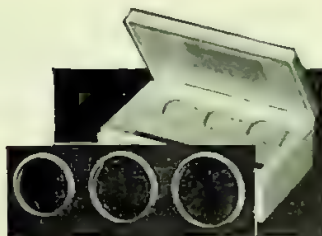
26. Quick Whip — it beats small quantities perfectly, cream, egg whites, etc., as no other construction can do. Note how the whirling wires actually touch the bottom. For blending sauces, thickening gravies and mixing baby foods, you will look in vain to find its equal. The wires revolve fast as you push down the handle which bobs up again instantly. \$1.50





#### SNOWBALL CANDLE

443. Did you ever build a fire in the snow? This big 4 inch snowball candle gives the same effect in miniature. White all around with a warm colored glow in the center. As the candle burns down the outside remains white and firm, the center tinted wax being softer burns down inside. It will last clear through the holiday season even if burned two hours daily. .... \$1.00



#### LITTLE GROWING-UP SILVER RINGS

351. Three sterling silver rings; one for a baby to wear when he or she is very new, the others, gradually larger to last throughout childhood years. And then, they will go into Mother's memory book to help her, in those tomorrows, bring back today. Each ring has an embossed design clear around. The set of three beautiful baby rings, specially boxed.

Price, including Federal Tax, \$3.50



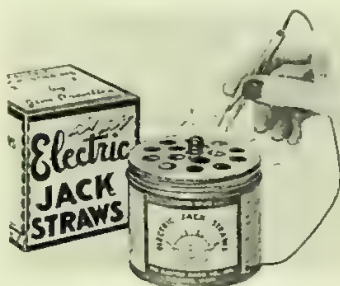
#### It Plays Bagpipe Music

22. This, we believe, is the first bagpipe made in America for children — that children can really play. It has the construction of Scotch bagpipes and is made to last. Chanter is 12 inches long, the largest drone 18 inches, the bag 20 inches. Made in Scotch plaid. What's more you don't have to read notes to play it. The instruction folio that comes with each instrument tells how to play it just by reading numbers!... \$5.95



#### CHILDREN'S FUN BOOK

70. For rainy days and travel days and sick days the Fun Book is like a companion. The pages are envelopes with fascinating contents. A map to color, a pointed animal to cut out and fasten together, a whole Dutch village, etc. There are scissors, crayons, paste and fasteners. A big book, 12½ x 9½ inches. .... \$1.50



#### ELECTRIC JACK STRAWS

27. Try to pull out the Jack Straws without touching the metal top with the electric tweezers. If you miss, the bulb flashes and there is a disturbing buzz that tells you have lost your turn. Any number can play, and it's fun for any number. 3½ x 3½ inches. .... \$1.50



#### A \$2.00 PLAY SET

631. FIRST — a pocket size pin-ball game. It takes skill to shoot the balls into eyes, nose and two front teeth. Size: 6 x 4 inches. SECOND — a ten ball game where the trick is to roll only the red or yellow balls through the hole in the middle. THIRD — 6 "balance wheel" tops that spin at one twist for a minute or more and always come to rest on a number. The whole set of eight pieces. .... \$2.00



#### HIGH CHAIR EAT-NEAT APRON Water-repellent, and It Holds the Baby In.

430. Slip apron over high chair tray and over baby too. Attach ties to legs of chair and there you have it. — Baby tied in but with complete freedom of motion and both clothes and high chair clean, even when babies feed themselves. The waterproof material is processed so that it cleans easily with a damp cloth, and will give you very satisfactory service. All edges are bound with bias tape, well-made and lasting. Colors: blue with pink binding or pink with blue binding. .... \$1.95



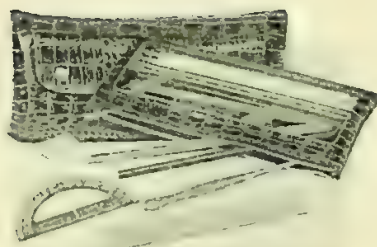
#### MY FIRST DICTIONARY

1002. The beginners' picture word book, every word a picture and every picture in full color. For instance, one of the "J's" shows a "Jack-in-the-Box", one "N" shows a necktie like the one Father wears. 140 fascinating pages, more than 600 words and pictures, several names under each initial. The result of years of study and testing to select the best words for the young vocabulary. Only words which can be shown in pictures have been chosen, for pictures are all-important to young children. A picture book which will keep a child occupied and happy for hours at a time. The price .... \$1.00



#### PERFECT MINIATURES

402. We never have discovered why so many people like little boxing gloves, but they do, and we aim to satisfy. This pair is real leather, just like big ones in every detail but only 4½ inches long and a very little child could really wear them. Maybe Dad likes to see them around the house and dream of heroic things he didn't do. Maybe Mother likes to worship at an imaginary shrine. Anyhow they're cute. \$1.50 a pair.



**626.** For school goers of any age and either sex. A zipper fastened pencil pouch of alligator grain leatherette. Has five regular pencils, three colored ones, eraser, penholder, straight and curved rulers; all visible through a transparent window. Snap fastened pocket on back for tickets and change. It's complete and compact. 8 x 4 inches. **\$1.00**



#### HOW FAR? A Pedometer For Anyone Who Walks

**746.** Slip its loop over your belt or pocket edge. When you get there it will show the miles you have walked. It registers quarter miles up to a hundred and they can be reset. Made with the accuracy of a watch. Adjusts to length of stride. Works just as well indoors as out. Try it on a three year old—you'll be amazed at the daily mileage. **\$5.95**



#### PUNCHINELLO

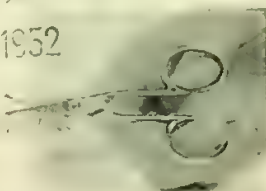
**728.** "He's the maddest, merriest fellow!" cried the people with delight. A little clown doll, only 4 1/2 inches tall, dressed like Caruso in Pagliacci, and made of bendy material that can take all sorts of poses. It's as human a figure as you will come across this century — and do children love a clown!!! **\$1.10**

Gentlemen: You deserve to be especially complimented for your original and delightful descriptions of articles. Miss M. M. Breuerton, 15 Centre Street, Brookline 16, Mass.



#### A Novel Remote Control Auto

**233.** Send it forward or reverse by pressing buttons on the control in your hand. It will come to you or go away from you to the full length of the cord, sometimes executing curves on its way. It is entirely automatic, 10 1/2 inches long with solid rubber wheels and a modern streamlined design. Once in a while the two little standard batteries will need replacing — you can buy them almost anywhere. Complete, ready to run. **\$3.50**



#### DON'T CUT THE BABY

**965.** These scissors are for baby nails, finger or toe. If the baby wiggles, ordinary scissors sometimes stab or prick. These can't because the ends are rounded. The cutting edges are just right, of fine American made forged steel and polished. Length 3 1/2 inches, in snap fastened case. **\$1.50**



#### Dutch Chocolate Apple

**937.** It's lovely to look at and better to eat. Wrapped in foil, each foil apple in an individual fancy 3 inch box. Take off the foil, hit the apple slightly and it falls apart into 20 slices of creamy Dutch Chocolate, the famous Droste brand from Holland. **\$1.25 each**

Three for **\$3.50**



#### ARISTOCRATIC PAPER DOLLS

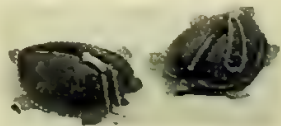
##### Cut-Out, Stand-Up Dolls

**85.** Their whole wonderful wardrobe is made of Kalacloth, washable just like cloth clothes. You simply wash, rinse and iron to make them new again. There are sport things, masquerade dresses, aprons, rain clothes etc., all to be cut out and fitted. The play value is almost unlimited. The dolls are sturdy board and have real hair. Three dolls: blonde, brunette and redhead, with at least 18 changes of clothes. **\$1.80**



#### THE LITTLE TOY DOG

**311.** This long haired cuddly Scottie Dog is almost startlingly realistic. He is made of South American lamb's wool in its natural color, touches of black and brown showing through the white. Wash him and he will fluff up just as a live puppy does. A favored bedtime companion for any child, and the envied mascot of teen age sisters. 8 inches tall, 10 inches long, he comes in a special protector bag. **\$2.95**



#### TURTLE PURSES

**358.** They look like gaudy colored turtles but they hold coins. Children seem to like them, both for their convenience and their detailed likeness to real turtles. We are convinced there are a few million kids who haven't yet enjoyed them, maybe don't even know they exist, so give the youngsters a break. Made of morocco grained leather in bright reds and greens with zippers where their spines would be if they had spines. Price, including tax, **\$1.20**





### The Lamplighters Christmas

**737.** This cheerful, bright folder shows a snow-capped lantern with holly branches, leaves and berries twined around it in graceful tribute to the holiday. Never have we seen red, greens, and the white of snowflakes so well done. Inside is a not too personal greeting. Box of 20 cards with envelopes. . . . . **\$1.00**



### Madeira Initialed Notes For Her Alone

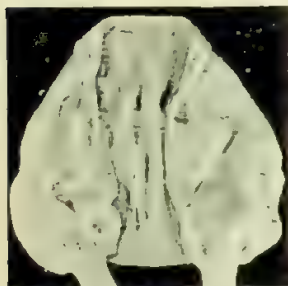
**84.** Engraved initials on fine note paper with initials that look as though they had actually been embroidered on the paper. 20 French folders, 5 x 4 inches, with envelopes to match; half Seashell, half Gray. . . . . **\$1.10**



### A LAUNDRY CATCH

**770.** For small personal laundry. To be hung on closet doors, to give "gypsy" friends when they take off for foreign lands. A college room won't be considered equipped without one. Folds to less space than a scarf and packs flat. Plaid rayon taffeta with edges trimly piped. Length 16 inches when hanging. . . . . **\$1.95**

Matches numbers 769 and 772, page 12.



### THE NEW SHOULDERETTE

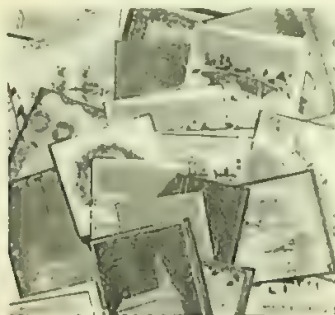
**958.** The finest "hug-me-tight" we have carried. Beautifully knitted of the softest yarn. It fits over the shoulders and arms and falls to the waistline at the back. For cool evenings, for breakfast in bed, for invalids, rarely does such an intimate article of apparel look so smart. Pink or blue. . . . . **\$3.75**



### Chocolate "Smokes" For The Kids — And Others

**949.** These are high grade cigarettes of real Droste Holland chocolate. There are at least twenty cigarettes of solid chocolate in a tin box with hinged cover. Grown-ups use them at parties and for favors. Kids like them whenever they can get hold of any. The box. . . . . **95c**

Three boxes . . . . . **\$2.75**



### Our Chromatic Christmas Card Assortment At A Special Price

**250.** Twenty-four Christmas Folders, fresh, beautifully colored and in the best of taste. Envelopes are included and the price for what would normally cost \$1.30 is . . . **85c**



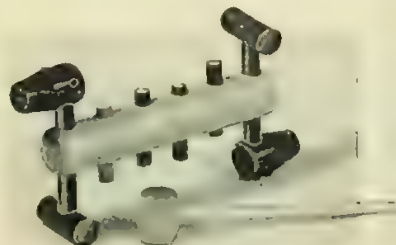
### Cat Company for Mike and Ike

**554.** A seven inch pull-toy wooden cat with 5 rings over 5 pegs where its fur would normally be, and a saucy yellow peg for its tail. It has about as many colors as a cat has lives, and little children love to change the rings on the pegs and pull kitty around the room. . . . **\$1.00**



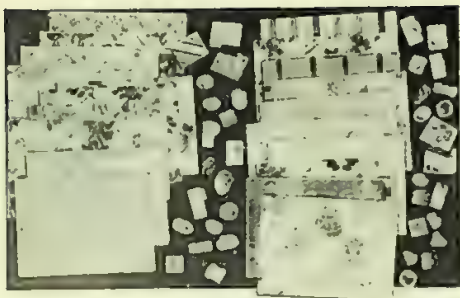
### SKI SKATES Real Snow Skates

**870.** Something great for girls and boys. No need of ice. A little snow and ski skates are all that are necessary. Made of hardwood, 13 inches long, steam bent, with grooved bottoms. Adjustable for variations in ages from about 5 to 13 years. We know of few things that children enjoy more than our ski skates. . . . . **\$1.55**



### A NOVEL HAMMER TOY — THE WOODEN DOG

**532.** Mike and Ike — they look alike! What is head one side up is tail when turned over and vice versa, if you get what we mean. Junior hammers the pegs down through Mike's stomach, then turns the animal over and hammers them right back through Ike, keeping this up until he gets tired or hungry. Pegs are made so they're always just tight enough to interest young hopefuls and not too easy. 9 inches long. The bright wooden toy with hammer costs. . . . . **\$1.00**



### EVERYDAY WRAPPINGS

**550.** For use the year around to wrap shower presents and gifts for birthdays, anniversaries, weddings, etc. There are 20 sheets of new full size papers with appropriate designs and lovely colorings. Also, a generous assortment of seals and cards. The complete set, in a pretty box ..... **55c**



### Jumbo's Little Boy

**406.** All elephants are lucky if their trunks turn up. This baby elephant is not only lucky but very easy to snuggle. Snowy white or elephant gray and fluffy soft, he has ears and paws lined with red, black eyes, a neck ribbon and little bells that tinkle. 12 inches tall ..... **\$3.00**



### America Calendar for 1952

**713.** Each page of this lovely pictorial calendar shows, in soft sepia tints, a scene somewhere in this wonderful country of ours and quotes a verse, as for instance:

Spend all you have for loveliness,

Buy it and never count the cost;

For one white singing hour of peace

Count many a year of strife well lost.

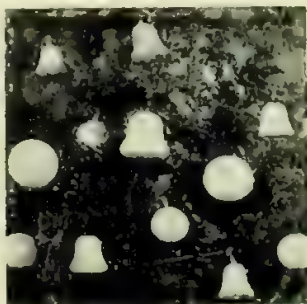
SARA TEASDALE.

Each page also carries a calendar for one month in 1952. The 12 page calendar is 14 1/2 x 10 1/4 inches and costs only ..... **\$1.00**



### The Sorcerer's Apprentice

**1054.** A set of Magic Tricks -- really professional equipment for a complete show at home. Contains color changing silk, radar vision, Oriental Ring Mystery, glass suspension, mind reading tricks and others. Eleven in all. Complete detailed instructions come with the outfit. Adults and children over nine can, without too much practice, hold a parlor audience's concentrated attention for an hour or more. It's really quite a set! ..... **\$3.50**



### Snowfoam Snowballs and Bells

Unusual imitations of the real thing. Made of feathery light material developed by one of our finest chemical companies. Beautiful; as sparkling as snow itself. Trim your tree with them. Hook over any branch or twig. They weigh almost nothing.

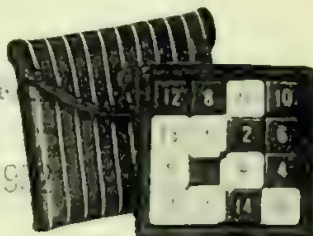
**373.** Bag of twelve assorted balls and bells ..... **\$1.00**

**374.** Bag of ten snowballs ..... **\$1.00**



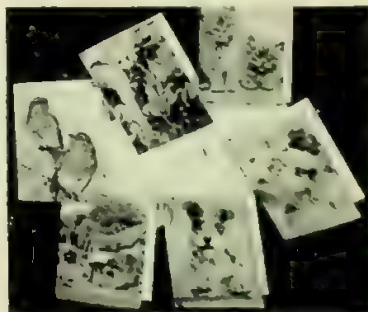
### NEW CHRISTMAS WRAPPINGS

**552.** Sheets and sheets of full size Christmas wrapping papers figured in assorted gay designs and colorings. Full assortment of seals, folders and enclosure cards, all in an attractive holiday box that can be used for some particular gift. The complete outfit special at ..... **90c**



### THE "15-PUZZLE"

**216.** One of the oldest puzzles in existence with more than 20 trillion patterns or sequences. You play it alone or two may play it competitively. All the little half-inch squares are slotted and slide, at your touch, around each other and around the grooved 2 1/2 inch holder. The pieces resemble small checkers, ivory and dark red. In its pretty case it is a pocket piece ready for instant challenge ..... **\$1.00**



### Purse Calendar for 1952

**718.** Little London made purse size booklets to carry in bag, use as favors or send as incidental gifts. Each month has a page to itself and there are dates of the principal holidays and space for small memoranda. The covers are reproductions in miniature of birds, bouquets, doorways, etc. For twenty assorted 2 1/2 x 2 inch purse calendars. **\$1.00**





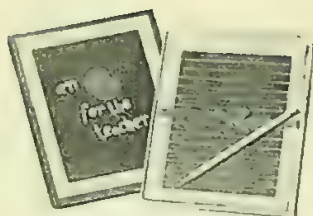
### Tool Kit For Boys and Tomboys

**79.** A sturdy metal box, 14 x 5¼ x 2½ inches, holds 12 tools and accessories. The 10½ inch saw, the screw driver, hammer, etc., are well made and may be used for real boy carpenter work. The man who designed this kit knew what boys need and the people who make it know that boys are not easy on things. **\$3.50**



### NEW SPIRAL TUMBLE TOY

**530.** Two marbles and a little sleigh bell jingle round and round and tumble up and down through a bright, sturdy, flexible spiral spring firmly fastened at the ends in hollow fistfuls of smooth wood. Marbles can't come out—they just go back and forth. Small children roll it on the floor. **90c**



### BLACKBOARD WRITING PAPER For Children's Letters

**21.** In a special box with a top like a blackboard are 20 white ruled sheets, also black like blackboards. Children write letters on them with a white pencil (included in the set), fold and mail in the envelopes that come with them. They are fun to use and novel to get **\$1.15**



### "FRIENDLY ACRES" DAIRY FARM

**565.** It is made to play with, and it is well made for real play. There are 45 realistic pieces, beginning with a 12¾ inch barn of steel, finished in white enamel and including fences, interlocking gates that open like real gates, cows, feed cart, milk cans and hay. All the parts are made to scale. Your children will be playing with this rugged set long after many of their presents are lost and gone forever like Clementine ..... **\$3.45**



### FLEXIBLE MINIATURE DOLLS

**710.** Here is a whole family of durable little dolls with "bendy" bodies that take and keep every conceivable position until you change them. The material resembles semi-soft rubber, easy to handle and very pleasant to play with. Father is 4¼ inches tall, sister 3 inches, others in proportion. All the family members are life-like, well-dressed and washable. They come in a playhouse box with each figure looking out his window. Gulliver in all his travels never saw such attractive pygmies. The set.... **\$3.50**



### LITTLE KITCHEN UTENSILS FOR LITTLE GIRLS

**978.** If I knew you were coming I'd have made a whole lot of things with my new set of cooking utensils! 9 metal kitchen aids that look just like Mother's, that really work, and will tickle any small female aged 6 to 10. .... **95c**



### MAGIC TRICKS For Ages 8 to 12

**623.** A box of ten tricks that are fun, for boys or girls. Not complicated but real magic tricks that will take a little practice to do convincingly, yet easy to learn. Penrod would dote on them, especially the phantom cards that vanish. Box of ten..... **75c**



### MAGNETIC PICK-UP-STICKS

**662.** Thirty sticks with colored tips, each stick with metallic band in the center. The master stick has a point at one end, a magnet at the other. Drop them in a heap, then pick them up one by one without moving any of the others. The magnet helps or hinders depending on how good you are. Different colors count different amounts. Directions come with it. .... **75c**  
Two for **\$1.45**



### Shining Stars and A Crescent Moon They Glow In The Dark - IN COLORS!

87. Softly luminous, they take the place of Mother's company after she has said good night and the lights are out. Just touch them to wall or ceiling. They'll stick and stay there until you move them. Exposed to light a few minutes, they will glow for several hours like stars in a far away sky. Fine enough for decorators to use. **\$1.00 a box**



### Jack-In-The-Music-Box The Perfect Toy

818. "Pop goes the weasel" — or similar melody wings through the air as the crank turns. Oh, what a delicious shock when Jack pops out of the box as the tune goes on. **\$1.95**



### PUZZLE SET

674. A box of puzzles that will keep youngsters (grownups, too) busy for weeks. Directions come with them and also solutions. The complete set. **.60c**  
**3 for \$1.70**



### Heigh-O-The-Derry-O

820. A book that plays the "Farmer In The Dell" (or similar tunes) and pictures seven verses of it, one verse to a page. Turn the crank and sing each page. The music to accompany the words comes out nicely harmonized. Children as young as two years grind away at the music as if their lives depended on the most music in the shortest time. From then to 4 or 5 years, interest increases in direct proportion to the brightness of the pictures, and they are bright! **\$1.00**



### LIZ-WHIZ

1071. The mystery oval wheels of this Liz-Whiz can turn at a lopsided angle, but the car itself travels a straight and even path (it's in the odd construction). Perched in the rear seat is Danny Ringtail, a 6 1/4 inch latex monkey that squeals when you squeeze him. Monkey and car may be used as separate toys. Together they cost. **\$1.45**



### MAGNETIC TOY TRAIN

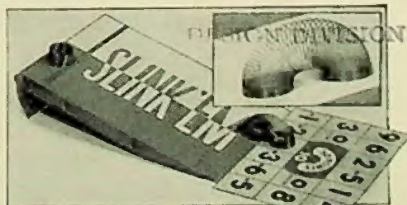
615. Magnets always fascinate youngsters, and does Junior love to make up this train and take it apart again! The cars couple by magnetism and stay together until he separates them. There is no hooking and unhooking, only pushing them together and separating them and steering the whole train around chairs and under tables. Made of wood and brightly colored.

3-car train, 9 3/4 inches long. **\$1.00**



### THE HOBBY BOBBY KIT

72. 32 years ago in Manos, France, a family was making lucky puppets of colored yarns on cardboard forms with various ties and knots. Little puppets which, when worn around the neck, brought good luck, it is said. Today, any American child or grownup or family can make the same lucky puppets from the material in this kit. That material includes plenty of colored yarns, scissors, buttons, screw hooks, wires and an 8 inch wooden frame constructed especially for making these lucky little figures. The set, complete with instructions. **\$1.98**



### SLINKY IS A SPRING AND SLINK 'EM IS A GAME!

309. Many feet of fine coiled steel spring go into the making of Slinky; he's as restless as jelly and wiggles just about as easily. He seeks his lowest level and on an incline goes head over heels to the bottom. **\$1.00**

314. Slink 'Em, the game, uses little Slinkies. The Slinkies wiggle down the runway, landing on plus or minus numbers at the bottom. You're never sure what a Slinky will do, so you never know who will win, no matter how much practice there has been. Two little Slinkies, a runway and directions, all in a bright box for **\$1.50**



### ROY ROGERS' TRICK LASSO

17. Any child can now become expert and do western rope tricks. It takes only a very little practice and even five year olds can get the hang easily. Directions come with each lasso, and they are simple and easy to understand and to follow. When you get one for Junior better order another for yourself, just in case **\$1.00**

Three for **\$2.90**



### THE TALLER-TOT

"My little stool is fun for me  
I climb on it so I  
can see  
To brush my teeth  
and comb my hair  
And make me taller  
everywhere."



**1097.** Genuine "Punkin Pine" stool with porcelain-on-steel top, inlaid and cemented into the wood-wedged frame. Even iodine can't stain it, and it will last until Junior is President Emeritus. Top  $12\frac{1}{4}$  x 8 inches; height  $6\frac{1}{2}$  inches—which makes a boy or girl taller everywhere. Beautifully crafted and finished in Chianti red. Price.....\$3.95



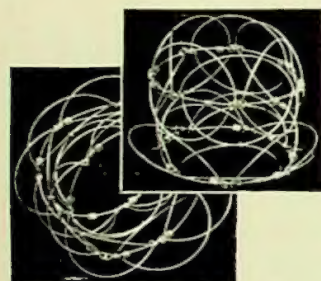
### STEERING WHEEL FOR ANY BOY OR GIRL

**78.** Just like Dad's. A 14-inch rubber hose fastens by a strong suction cup to any flat surface. The 10-inch wheel turns, the gear shifts, the horn beeps. Junior can be a co-pilot and help Dad drive, or he can run a bus, steer a boat or make any dry goods box seem like a high-powered sedan. His Penrod imagination will invent more things to do with it than we can think of. \$3.00



### TWIRL-A-TUNE Plays Real Music As It Whirls

**819.** Just take it by the handle and twirl it. A child old enough to pick it up can make music with it, and it's almost indestructible so that the same child could be playing it for "quite a spell"....\$1.00



### THE BURMA DOODLER

**574.** Pull it, squeeze it, pinch it into a hundred and one different shapes and patterns. Doodle with it yourself and see how many shapes you can make. Take it to parties, give it to children to play with. Our Doodler, inspired by a centuries-old toy from Burma, is made of fine, shiny spring steel with little colored ornaments and is a fascinating double handful.....\$1.00



### PUPPET BOOKS

#### Make Your Own Puppets

**375.** "Punch and Judy", "Aladdin" and "Robinson Crusoe"; each one a brilliantly colored cut-out book. Each book contains stage, scenery, story, stage manager's script and working puppets. The cut-out section is detachable, leaving the story, script and directions permanently between stiff covers, 11 x 8 1/2 inches. These are the books that come to life. For the three.....\$2.40



This rule, divided into inches, is for your convenience in determining sizes of the various articles in this catalogue.

### DIRECTIONS FOR ORDERING

Use your own note paper or our order sheets as you prefer.

Write your name plainly and always the same way. Give full address, including postal zone number. *When ordering away from home, be sure to give your home address.*

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